



**New Store Displays**  
**Speed Modernization Sales PAGE 40**

**sbs**

MAY  
1958

13,000 Copies

**SOUTHERN  
BUILDING  
SUPPLIES**

*Serving dealers and wholesalers in 18 Southern and Southwestern states*

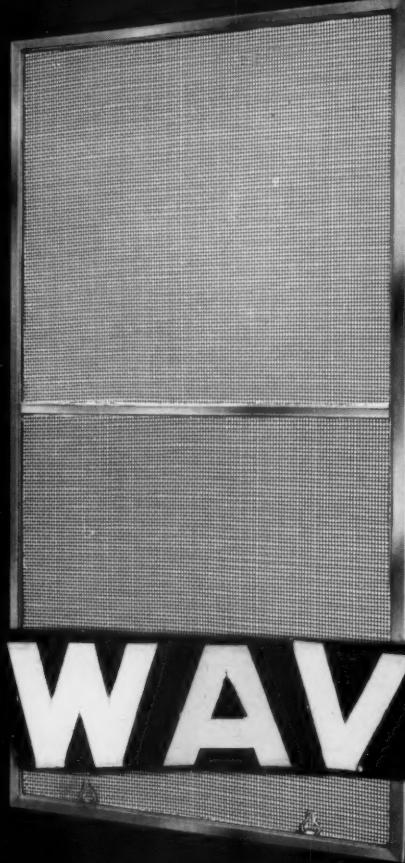


- UNITIZED LUMBER SHIPMENTS SAVE . . . page 38
- REHABILITATION VIA LOCAL FUNDS . . . page 33
- MORE DEALERS BUILD AND INSTALL . . . page 37
- CONTRACTOR TIE-UP PAYS OFF . . . page 44

The Dodge  
Full Frame Aluminum Screen

Practical beauty for any type window. Dodge Screens will never rust, stain or corrode; never require painting or refinishing; stay new looking year after year.

You can count on Dodge quality, for the screen cloth itself is woven in Dodge's Covington plant, rolled into precision-made, heavy gauge aluminum that is fabricated in our Atlanta plant. Result is quality control from the raw material to the finished Dodge Screen.



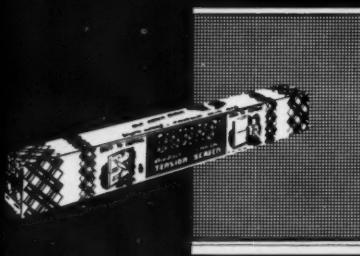
**WAVY**

*first in aluminum screens*

# Dodge

DODGE COVINGTON - BREWER  
LAWN WIRE TENSION SCREENS

Packaged individually—easy to display, easy to store, easier even to sell and install. Goes up in 5 minutes, takes only four brackets, six screws. Stays taut—won't rot, loosen or warp. Adjustable tension locking catch is on the side, keeping obstructions off the sill.



For full information, see your building supply distributor, or write, wire or call

## Dodge WIRE CORPORATION

249 Spring Street, S.W., Atlanta, Georgia • Phone: JACKson 5-4514



## THE BERRY SECTIONAL

# for easy ups and downs!

Here's an *easy-going* sectional. And a quiet one. Count other exclusives like full-width unlatching mechanism, complete weather stripping and extruded hinge bearings. Then you'll see how this door is packed with sales appeal. What's more, it's all Paint-lok steel . . . won't swell or shrink, peel, check or rust. Parts and components carry a full five-year guarantee. Colorful national advertising tells and presells your prospects . . . promotes your profits.

Best yet, Berry Doors sell for no more than ordinary doors. And installation's simple. One-piece and sectional models available in standard sizes to meet any residential need. Window lites optional. See your dis-

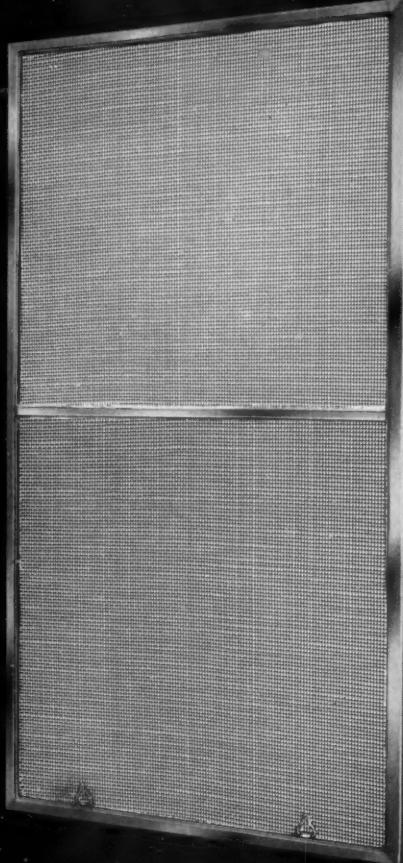
tributor or write direct: *Steel Door Corporation, 2400 E. Lincoln, Birmingham, Michigan*—world's largest manufacturer of residential garage doors. In Canada: *Berry Door Co., Ltd., Wingham, Ontario*.

**Berry**  
**STEEL DOORS**

The Dodge  
Full Frame Aluminum Screen

Practical beauty for any type window. Dodge Screens will never rust, stain or corrode; never require painting or refinishing; stay new looking year after year.

You can count on Dodge quality, for the screen cloth itself is woven in Dodge's Covington plant, rolled into precision-made, heavy gauge aluminum that is fabricated in our Atlanta plant. Result is quality control from the raw material to the finished Dodge Screen.

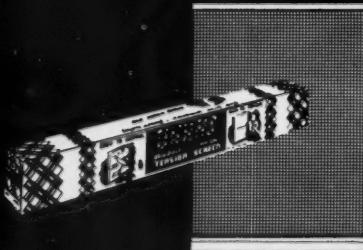


*first in aluminum screens*

# Dodge

Don't overlook Burns  
Lew Wire Tension Screens

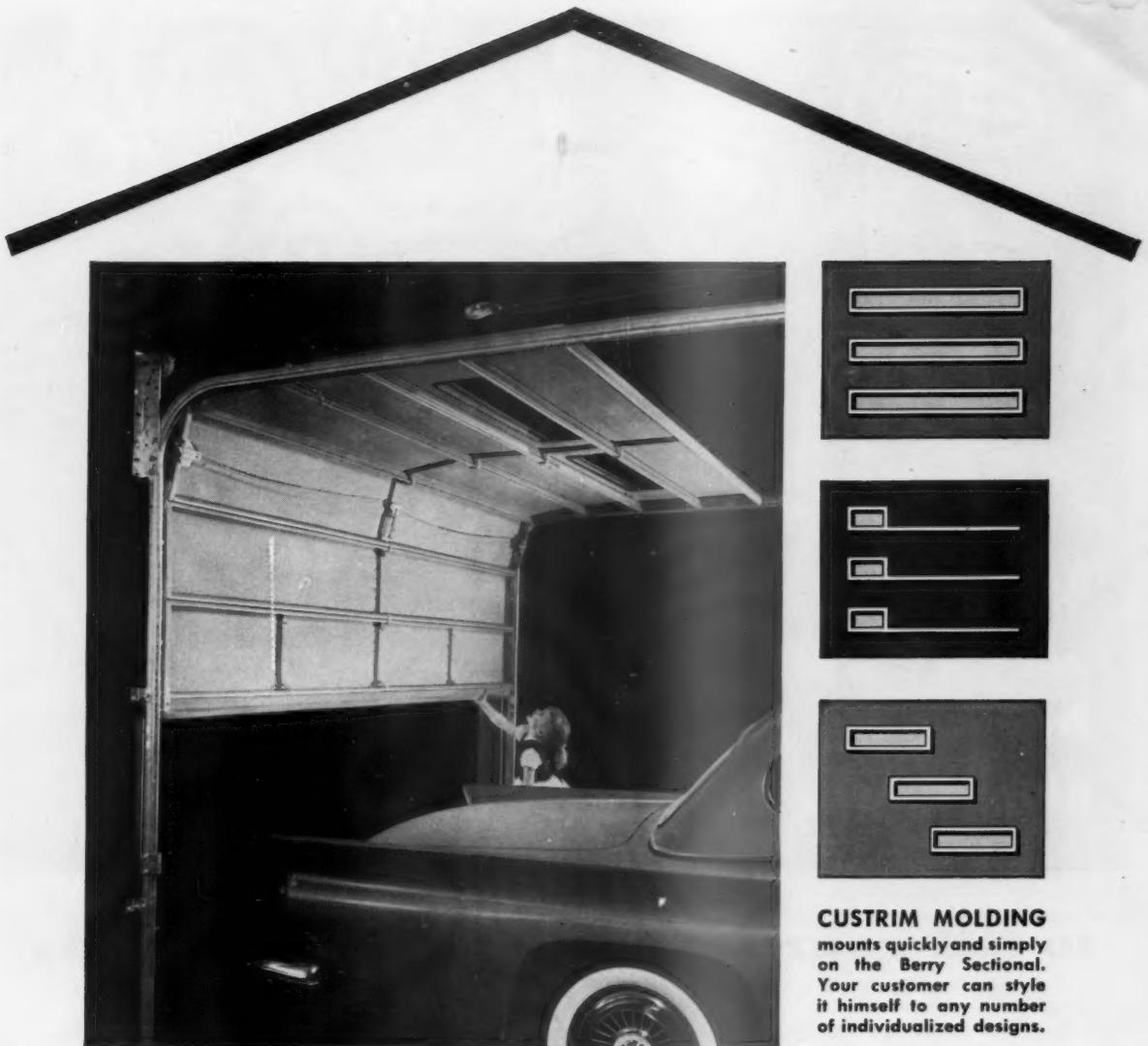
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249 Spring Street, S.W., Atlanta, Georgia • Phone: JACKson 5-4514



**CUSTOM MOLDING**  
mounts quickly and simply  
on the Berry Sectional.  
Your customer can style  
it himself to any number  
of individualized designs.

### THE BERRY SECTIONAL

# for easy ups and downs!

Here's an *easy-going* sectional. And a quiet one. Count other exclusives like full-width unlatching mechanism, complete weather stripping and extruded hinge bearings. Then you'll see how this door is packed with sales appeal. What's more, it's all Paint-lok steel . . . won't swell or shrink, peel, check or rust. Parts and components carry a full five-year guarantee. Colorful national advertising tells and presells your prospects . . . promotes your profits.

Best yet, Berry Doors sell for no more than ordinary doors. And installation's simple. One-piece and sectional models available in standard sizes to meet any residential need. Window lites optional. See your dis-

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**Berry**  
**STEEL DOORS**



9 SERVICE CENTERS  
TAILOR ORDERS  
TO YOUR  
REQUIREMENTS

## REYNOLDS ALUMINUM SUPPLY COMPANY

### Blankets the South with Warehouses

**to fill your building materials needs**

Reynolds Aluminum Supply Company offers you nine completely-stocked building materials warehouses located to serve any geographical area in the Southeast. These nine warehouse locations are situated to give you immediate service and supply on any of the thousands of building products which each warehouse carries.

To fill your immediate or long-range building materials needs, you have only to contact one of the 80 service representatives covering the Southeast, or call the warehouse nearest you. Either way, your order will be handled promptly and efficiently, with delivery arrangements made to suit your requirements. The warehouses are

located to serve you best, the service representatives are trained to assist you, and the complete stocks of building materials are available in any quantity. This is the unbeatable service combination designed with you in mind. This is Reynolds Aluminum Supply Company.

The easiest way to have a profitable and pleasant building supply business in the Southeast is to depend on Reynolds Aluminum Supply Company as your complete one-stop source of quality building materials. Call the Reynolds Aluminum Supply Company nearest you today for service tailored to your requirements.

**REYNOLDS ALUMINUM SUPPLY COMPANY**

**General Offices: Atlanta, Georgia  
Our 44th Year**

**★ WAREHOUSES:** Atlanta, Georgia • Birmingham, Alabama • Louisville, Kentucky • Memphis, Tennessee • Miami, Florida  
Nashville, Tennessee • Raleigh, North Carolina • Richmond, Virginia • Savannah, Georgia

**sbs**

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**May, 1958**

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**Features in this SBS Issue**

Local-Enterprise Rehabilitation Plan Works	33
"Short Road to Bankruptcy" Told by Dealer	36
Survey Shows Dealers Step Up Services	37
Economy of Unitized Lumber Shipments Reported	38
Packaged Home Improvements Found Profitable	40
Virginia Dealer Explains Cash-and-Carry Switch	42
Dealer's Contractor Tie-Up Pays Off	44

**Where the News Departments Begin**

Association News	76	Silent Salesmen	92
Building Trends	51	Strictly Wholesale	84
Dealers in the News	54	Supply & Demand	8
Helpful Booklets Free	63	Top News of Month	12
Manufacturing News	86	Washington Outlook	10

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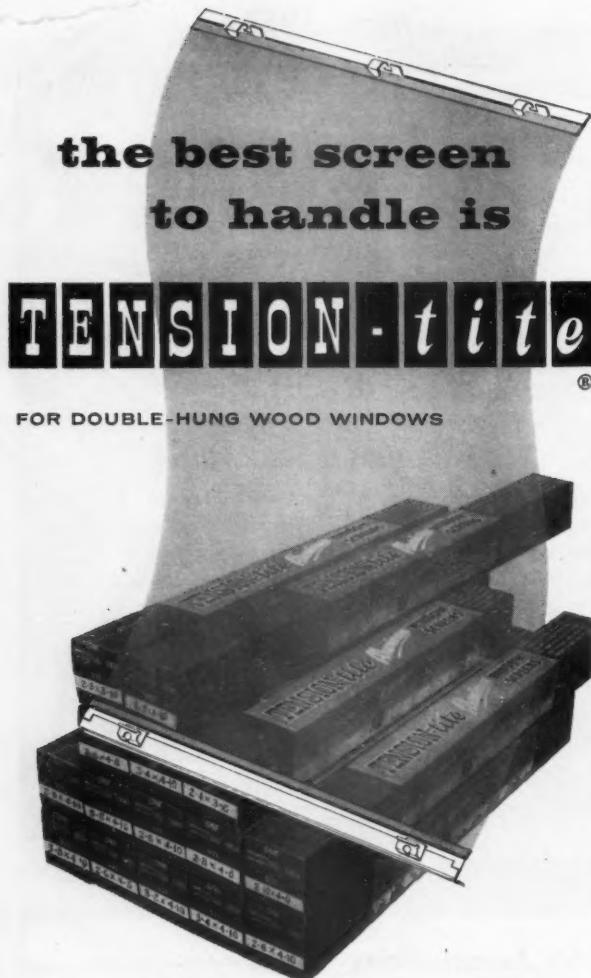
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#### BETTER SERVICE

Both standard and special size TENSION-tites are immediately available from nearby jobbers.

#### EASIER TO STOCK

Neatly cartoned, sizes plainly marked, screens protected against damage and dust. Easily shipped.

#### MORE PROFITABLE

You make a much better profit by offering TENSION-tite rather than wood or metal frame screens.

#### STEADY TURNOVER

The steady turnover, good dollar volume, and excellent profit make TENSION-tite the screen to handle.

### YOUR CUSTOMERS LIKE IT!

#### 6,000,000 IN USE

This is the Number 1 screen among homeowners and contractors throughout the South and West.

#### LOWER COST

Both first cost and annual cost make TENSION-tite the choice for double-hung wood windows.

#### BETTER LOOKING

Inconspicuous TENSION-tite screens stay trim and taut for years and years. They never need painting.

#### NO MAINTENANCE

All-aluminum TENSION-tite screens have simple, foolproof hardware that does not attract children.



For additional information please write

**RUDIGER-LANG CO.**

Factories in Toccoa, Ga. and Berkeley, Calif.

International Trade Mart • New Orleans 10, La.

TUlene 7186

## 'BETTER WAY'

### Plywooded Comics Tell Building Plans

The *New York Daily News* has come up with a new way to tell sidewalk superintendents what is going on at a construction site. Cut from plasticized exterior-grade plywood panels, giant replicas of its entire family of comic characters "tell" all about the new newspaper plant. They are installed on the fence surrounding the site of the new 18-story building addition at 42nd Street and Second Avenue in New York City.



The color cut-outs are 10 feet high. They feature Moon Mullins, Winnie Winkle, Dick Tracy, Brenda Starr, Dondi, Terry, Skeezy, Smilin' Jack, Smitty, Orphan Annie, Sandy, and Mary Perkins. In addition, there are two blow-ups — each 16 feet high — of the building as it will appear when completed in the summer of 1959.

The cut-outs are made of Duraply. Manufactured by the United States Plywood Corporation, this is an exterior-grade fir plywood panel, to which a smooth overlay sheet of Crezon (pressed phenolic resins and cellulose fibers) is permanently bonded.

### Joint Ad Proclaims Mutual Decision

Not the proverbial two birds on this occasion, but eight get knocked off by that even more proverbial solitary stone.

Eight Alabama building material firms of Huntsville, upon mutually deciding to close their doors during the three days following Christmas, got together on one sizable notice in the *Huntsville Times*.

Firms cooperating in the three-column by 4-inch ad included the Bartee, Dilworth, Gunn, and Ray Lumber companies; Building Specialty Co.; Huntsville Building Material Co.; Huntsville Roofing Co.; and the Johnston Concrete Products Co. The cooperative ad read: "Special Notice! The undersigned building materials firms will be CLOSED Wednesday-Thursday-Friday-Saturday for Christmas Holiday.

days." The dates of the month were listed under the days of the week, and the firm names boldly grouped below.

### Lumber Bins Balloon D-I-Y Sales



A virtual haunt for free-spending Do-It-Yourselfers these days is the Bethesda, Md., lumber yard of I. S. Turover. As shown, neat, easily-accessible 2 x 2-framed bins hold short-length shelving, lumber, moldings, and gypsum wallboard.

Allowing the D-I-Y customers to browse to heart's content or single out desired lumber lengths immediately without a yardman's assistance, the bins are arranged vertically for lengths

and they are arranged horizontally for widths.

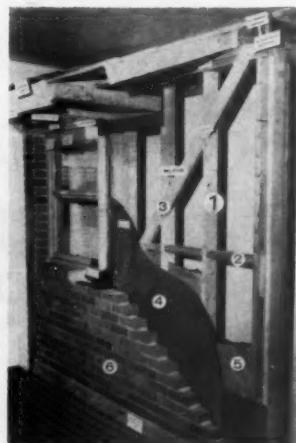
Most requested 6' and 8' lengths are housed in lower bins within quick reach. Orderliness resulting from the bin arrangement is said to save everybody's time and to relieve yard congestion.

### Dual-Purpose Exterior Wall Exhibit

Serving two distinct purposes is this portable exhibit of a well-constructed exterior wall. Built for store demonstration purposes, it can double as an attention-getting display at a county fair, home show, or convention, when necessity demands.

One "deep South" dealer recommends permanent quarters in the store for the item, because it easily convinces prospective home "addition" builders that a well-constructed exterior wall does more than hold up the roof and provide a place to hang pictures.

An undemanding silent salesman, the unit can be quickly assembled, with each section cut away to show what's inside. Numerals in the photo indicate (1) 2 x 4 studs, (2) horizontal brace, (3) diagonal brace, (4) sheathing, (5) mineral wool insulation, and (6) brick exterior.



**WHAT'S YOUR 'BETTER WAY' to do something more profitably or economically, Mr. Dealer? Write S-B-S (address on page 3) about it. You may win \$7.00!**

# SOUTHERN Metal

## FULL JAMB WEATHERSTRIP and BALANCE

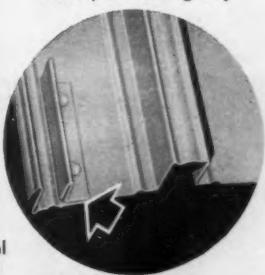
No. 650



Here is full jamb coverage mitered on 14° sill pitch. A flexible base gives continuous air seal, self-adjusting to conform to sash contraction and expansion. Cushion flanges provide tension adjustment.

Send for Catalog 57J

1. **SELF-ADJUSTING SPRING COVER**  
Sash Cannot Bind or Stick
2. **BEADED COVER**  
Smooth operation in open grained sash—No snagging
3. **NOISELESS**  
Springs flocked for sound proofing—silent, easy window operation
4. **VARIABLE TENSION ROD**  
BALANCED SASH—Normal installation requires no additional adjustment
5. **FLOATING SASH HANGER**  
No Additional Nailing



**BUILT-IN-STOP**  
No Nailing

**SOUTHERN METAL PRODUCTS CORP.**

921 RAYNOR • PHONE BR 6-5491 • MEMPHIS, TENN.

# Symbols of Quality

For Quality  
**REDWOOD**  
it's...



- certified K.D.
- precision milled
- complete stocks
- perpetuated timber

Trade marks are promises. Just as the Steinway symbol of quality stands for "promises fulfilled," "NOYO," trademark of Union Lumber Company, signifies Quality in Redwood, backed by nearly three-quarters of a century of performance.

## MIXED CAR SHIPMENTS

Send your next order for Redwood to NOYO and expect the best. Careful service helps keep true "once a Noyo Dealer — always."

## UNION LUMBER COMPANY

TREE FARMERS AND MANUFACTURERS

**FORT BRAGG  
CALIFORNIA**

San Francisco  
Los Angeles  
Park Ridge, Ill.  
New York

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THROUGHOUT THE NATION.

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PIANO MAKERS

BUILD A FIRE UNDER  
YOUR ROOFING SALES  
TOO... WITH GARDNERS!



- ★ WATERPROOFING COMPOUNDS
- ★ ROOF CEMENT
- ★ ROOF COATING

## GARDNER ASPHALT PRODUCTS CO.

POST OFFICE BOX 5776

TAMPA, FLORIDA





Mr. T. F. Glass, Jr., President of the Houston contracting and engineering firm of Spaw-Glass, Inc., was responsible for the construction of the Shamrock-Hilton's new poolside lanai.



1,000 square feet of .004" thickness Olin Polyethylene film weigh less than twenty pounds. Light weight cuts time and labor.

**DEALERS! Stock the item Smart Builders ask for!**



Olin Polyethylene comes in a wide variety of roll sizes, specifically designed to fit builders' needs.

## Olin Polyethylene moisture barrier helps contractor keep Shamrock-Hilton job on schedule

T. F. Glass, Jr., President of Spaw-Glass, Inc., knew the construction of the Shamrock-Hilton's new 44-unit lanai presented difficulties. Beautiful in conception and design, Spaw-Glass' workmanship had to be the finest. Yet time was all-important. Needed for the hotel's summer season, the job had to be completed in only 110 days!

"We decided from the beginning to use Olin Polyethylene," says Mr. Glass. "Our experience with it had shown us we could save time and labor — that's money in the bank. Olin Polyethylene in .004" thickness would also give us a superior seal against moisture — better, in our opinion, than felt and tar. We knew Olin Polyethylene was impervious to moisture, and practically indestructible once in place.

"Not only was it light and easy to handle, but it saved us the time and cost of tarring. The fact that it comes in a wide variety of roll widths also helped cut time and labor. Through use of Olin Polyethylene, we were able to save a whole day. Believe me, it came in mighty handy!"

Why not give yourself the same time and cost advantages Olin Polyethylene has already brought leading builders the country over? Unaffected by most acids, alkalies, bacteria, mold and temperature changes, multi-use Olin Polyethylene makes a permanent moisture, vapor and draft barrier. For more information and a free booklet describing its many varied uses, write: Film Division, Olin Mathieson Chemical Corporation, 655 Madison Avenue, New York 21, New York.

Accepted by VA and FHA  
Look us up in Sweet's Catalog! (1958 Edition.)  
• Industrial Construction File 5/OL  
• Architectural File 9/OL  
• Light Construction File 3a/OL  
Also under . . . AIA File No. 24-D



• FILM DIVISION  
• OLIN MATHIESON  
• CHEMICAL CORPORATION  
• 655 MADISON AVENUE  
• NEW YORK 21, NEW YORK  
• Please send me full information on Olin Polyethylene.

Name \_\_\_\_\_ Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_



SB-58

# SUPPLY and DEMAND

## Loan Applications for Homes Increase

In anticipation of easier mortgage terms and building conditions, applications for VA or FHA assistance rose substantially during March.

Applications in March for mortgage insurance were up 54% from a year before. The 24,968 new-home unit applications were the largest volume reported for any month since August '55. Applications for FHA insurance on existing homes more than doubled the March '57 level.

FHA applications for financing rental units were the largest month's volume since June '51.

VA appraisal requests for proposed structures in March were up 58% from February. Appraisal requests for existing structures increased 39% over February.

During March, 79,000 non-farm dwelling units were started in the nation, the Bureau of Labor Statistics estimated. This was 8,000 less starts than in March '57, when building weather was generally more favorable. Private housing starts were estimated at 5% below the '57 level.

**Enactment** of the new emergency housing law on April 1 resulted in seven governmental actions which Housing Administrator Albert M. Cole expects to push housing starts this year to about 1,093,000. The administrative actions include:

1. Removal of 2% downpayment requirement on VA-guaranteed home loans.
2. Lower down-payment on FHA-insured home loans.
3. Elimination of Federal controls on mortgage discounts, fees, and charges, in connection with FHA and VA loans.
4. Increase in permissible interest rate on VA-guaranteed home loans to 4 1/4%.
5. Setting of maximum interest rate on FHA-insured military housing mortgages at 4 1/4%.
6. Establishment of a special assistance program by Federal National Mortgage Assn. for purchase of individual home mortgages of \$13,500 or less that are FHA-insured or VA-guaranteed.
7. Release of \$325 million of

funds to FNMA for purchase of FHA-insured mortgages in Urban Renewal Program, for purchase of FHA-insured mortgages on dwellings for occupancy by elderly persons, and for purchase of FHA-insured military housing mortgages.

## Material Sales Down; USDA Spurs Farm Jobs

Unseasonable weather helped hold retail sales by lumber and building material dealers in February to 4% below a year before. However, for the first two months of the year, the retail material sales were 2% ahead of that part of '56, according to U. S. Department of Commerce estimates.

At the same time, sales by lumber and construction material

wholesalers were 24% down in February, and 17% down for the two months, compared with 1956.

To help increase the use by farmers of the USDA loan programs, local officers of the Farmers Home Administration spurred use of construction loans by farmers to repair and improve homes, or to build new homes, grain storage facilities, and service buildings.

USDA Secretary Ezra Benson explained that "utilization of materials and labor in farm construction work will bolster the economy across the board."

Such farm construction loans are available at 4% interest, for periods up to 33 years, when adequate commercial credit is not available.



## FAIR EXHIBIT IS "MONUMENT TO DRUDGERY"

Those 105 water pails may be neatly stacked — and even attractive to the eye — but they represent a "monument to drudgery" to a typical farm family without an electric water system. That's what the Deming Co. strives to convey in this display. It was part of an educational exhibit at a recent Ohio fair, sponsored by the Ohio Electric Utilities Institute.

The pails, stacked 10 high, were said to represent only a fourth of the amount of water carried each month by the pumpless family, estimated to walk 10 1/2 miles in a month, carrying approximately five tons of water in 465 pails. The electric water system, in contrast, can deliver an equal amount of water in jig-time for 4 1/2 cents worth of electricity.

Aggressive building supply dealers throughout the South this month are plugging pump sales, for May is Water Systems Month.



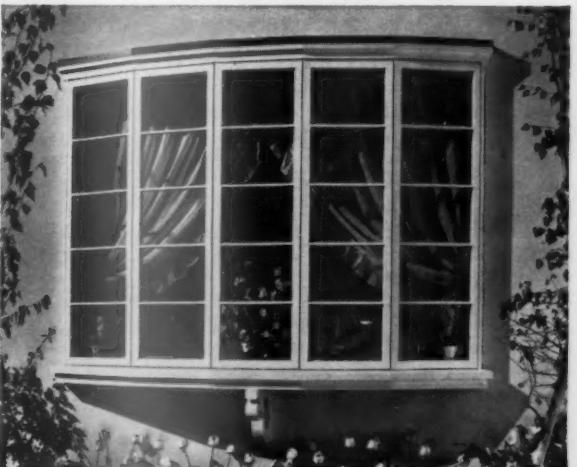
This china case is a fine example of the skilled craftsmanship which distinguishes Curtis Woodwork. An excellent choice for the home which wants to "dress up." Design C-6520.



Elegance and high style are expressed in every finely detailed line of this deluxe Curtis china closet with its authentic "shell back" and scalloped shelves. Design C-6515.



One of the most popular styles of Curtis mantels. This is an exact reproduction of one in an historic Connecticut house. Curtis offers a wide choice. Design C-6057.



This charming Curtis bow window appeals to architects, builders and home owners. Made in three Silentite casement sash styles. End sash open. Design C-2700.

## These best seller Curtis Woodwork designs are building dealer profits today

On this page we show some of the many Curtis Woodwork designs that have proved their popularity by bringing repeated sales and profits to Curtis dealers.

These beautiful Curtis Woodwork products meet the builder's and home owner's demand for extra distinction and quality. They are backed by national advertising

that pre-sells their superiority to your prospects.

Remember—Curtis is quality woodwork for every taste, every purse. That's why lumber and millwork dealers say, "It pays to sell Curtis." For complete information about the profit possibilities in the Curtis line of windows, doors and woodwork, write or phone us.

**CURTIS COMPANIES INCORPORATED, Clinton, Iowa**

223 Vine St.  
Scranton, Pa.

324 No. College St.  
Charlotte, N.C.

500 Amsterdam Ave., N.E.  
Atlanta, Ga.





## THE OUTLOOK from WASHINGTON

**FEDERAL ANTI-RECESSION** efforts are now beginning to add up to a good-sized program. Clearly, it will provide some lift to business in the second half of this year — and thereafter. The question is: How much lift? Economists who analyze the new and stepped-up Federal projects come to this conclusion: Without a tax cut, anti-recession action won't mean much in '58.

Here's what **NON-TAX** proposals will do for business:

**Home-building** — Direct lending and mortgage buying under the Sparkman law will lift spending rates by \$1 billion a year.

**Public works** — The long lead-times involved will permit only a \$500 million hike in funds for roads, dams, post-offices.

**Jobless pay** — Extra benefits will run \$500 million a year.

**Defense spending** — Anti-recession efforts may lift the rate of Pentagon outlays by \$700 million a year over early plans.

**Non-defense buying** — Stepped-up procurement of "housekeeping" items will boost second-half spending rates by \$300 million.

Put all this together, and you get a \$3 billion-a-year total. That's not considered likely to stimulate business much.

Tax cuts can make the picture more encouraging. If Congress cuts by \$6 to \$8 billion, at least \$5 billion would be spent by businesses and consumers for a whole range of goods. All told, then, the anti-recession program would add up to an \$8 billion program. Its business impact could fan out to twice this, and bring economic activity back to near recent peaks.

**OPPOSITION TO TAX CUTS** still comes from many important government officials. Most of all, they fear the inflationary hang-over that reductions will generate in a year or so. But some feel that cuts won't be necessary, anyway, since they hope that business will improve without

much stimulation from Washington. As for the politics of cuts, these men say this factor has been highly overrated. The GOP cut taxes in '48 and '54 — then lost Congress.

Supporters of tax reduction, however, feel that the dominant consideration is a need to check the contraction in consumer income and spending. They feel that there's real danger the slide may accelerate and turn into a serious downward spiral. This view is widely held in Congress and by many economists.

**A HUGE FEDERAL DEFICIT** — maybe the biggest since the war — is in sight for fiscal 1959. This year — fiscal 1958 — the deficit will be \$1.5 billion. Next year, the red ink could well reach a whopping \$10-\$12 billion or more. This prospect is still another argument against large tax reductions now.

Revenues will slip with incomes and profits. The Treasury's receipts will be \$70 billion, not the \$74.4 billion predicted. And if those taxes are cut, revenues will fall billions more.

Spending — defense and anti-recession — will conservatively top by \$3 or \$4 billion the President's budget of \$73.9 billion.

**THE FOREIGN EFFECTS** of the recession have been very mild thus far. That's a good sign, since it means those we trade with won't have to slash their buying here on a wholesale scale — a development that would feed back and depress U. S. business. But things could get worse. Indeed, the other countries fear that a vicious cycle could start with every nation cutting its buying and finding its own foreign sales curtailed, as a result.

Here's the world picture as it stands now: In Britain, employment and production are near peak levels, but signs of leveling . . . and unemployment . . . are showing up. In Germany, industrial output is still climbing — at a slow rate — though reduced U. S. orders are hurting steel firms. In France, the big problems are domestic and political. War

spending in Algeria is booming production — and inflation. In Switzerland, business is so good, activity is under curb.

In Latin America, falling metal prices are hurting Chile and Bolivia. Most other countries are mainly nervous so far.

In Southeast Asia, our falling imports of raw materials are causing distress in Malaya, Indonesia, the Philippines.

In Japan, the national economy has been fairly heavily hit by the dip in the U. S. Unemployment is rising fast. The country is now planning a big drive to expand markets for exports.

In Canada, conditions are much like those in this country — maybe worse. Big anti-recession programs are being planned.

**WAGE INCREASES** have been held down a bit in size by the recession. That's what analysis of scores of recently signed union contracts discloses. The average hourly hike now runs around 9c an hour, down 1c from a year ago. It's 8½c an hour in manufacturing, and 11½c in non-manufacturing. But the pattern to be set in this spring's auto negotiations may lift the average 1c or 2c.

**NOTABLE NON-WAGE TRENDS** are developing in labor bargaining, though they are being obscured by fussing over wages. But these trends are well worth noting, for they can add considerably to industry's labor bills.

Elimination of differentials in pay between men and women is one trend. The changes may be made over two or three years.

Extra pay for skilled workers — in addition to general hikes — is coming in fields organized by industrial-type unions. Unions must get extras for these, to keep their craftsmen-members from splitting off into their own organizations.

Paid vacations are getting longer and are effective sooner. A week after a year is still the prevailing practice. But two weeks after two years is cropping up more frequently.



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If, by any chance, you need more of these sales aids, your jobber salesman will be glad to take your order for them. Or you can order them direct from the Advertising Department, Tennessee Coal & Iron Division, United States Steel Corporation, P. O. Box 599, Fairfield, Alabama.

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# TOP NEWS

## For Dealers, Wholesalers and Manufacturers

### Bob Hill Heads Hyster Truck Sales in South



The Hyster Co. has reorganized its truck sales organization to improve dealer service through broader and more intensive field coverage. District sales areas have been consolidated into four geographical regions.

Managers of the new Hyster regional sales areas are Robert W. Hill, Southern; John B. Hall, Eastern; Jack Greer, Midwest; and Donald Shaffer, Western.

Bob Hill joined Hyster in 1950 at Los Angeles. After brief training there and in the Western sales office at Portland, Ore., he was appointed Southern district manager in 1951.

As Southern regional manager, Hill will continue to reside and maintain Hyster headquarters in Dallas, Tex. He is a graduate of Bradley University in Peoria, Ill.

### J-M Protection Plan Helps Push New Homes

Designed to help homebuilders sell and merchandise their 1958 houses, a 7-Star Home Protection Plan has been announced by the Johns-Manville Sales Corp. It provides a package of free national

and local advertising, publicity, and promotion.

To qualify, each builder must use at least five J-M building products that protect against (1) summer heat, (2) winter cold, (3) fire, (4) wind, (5) weather, (6) upkeep costs, and (7) rust and decay.

The Johns-Manville plan will be tied in with the model house programs of *Life* and the *Saturday Evening Post* to increase the acceptance and use of brand-name products by builders.

### NAHB Expands Home Research Activities

Recognition of the importance of research to homebuilding has caused the National Assn. of Home Builders to broaden the scope of its Research Institute and place it under the full-time direction of Ralph J. Johnson.

NAHB Executive Director John M. Dickerman announced Johnson's appointment and that of Richard J. Canavan as director of the NAHB Construction Department. "Both Mr. Johnson and Mr. Canavan have been members of the NAHB staff for more than three years. They are particularly well qualified for their increased responsibilities," Dickerman said.

The Research Institute was chartered by NAHB in 1952. Its basic objective is to assist the homebuilding industry to produce better housing at lower cost for American families in every income level. It has nine builder-member trustees.

The NAHB institute stimulates research by working with building products manufacturers and making research grants to universities and testing organizations and associations to develop scientific data on better materials, equipment, and construction methods. It arranges for field tests of the products developed through such scientific research and disseminates reports to the building industry.

### Hoadley Foresees '58 as 'Good Building Year'

"When the still-growing market for repair and modernization materials is added to the steady-to-moderately expanding new home market, we can confidently predict another large building year ahead," Walter E. Hoadley Jr., treasurer of the Armstrong Cork Co., told the 11th annual convention of wholesale distributors of Armstrong building products in Lancaster, Pa., recently.

"We have not found a strong reason for expecting new homebuilding to take off on another explosive expansionary boom in 1958; but we have found ample reasons to believe that no decline is in prospect either."

Hoadley and other Armstrong executives, including President C. J. Backstrand, addressed some 500 guests at the two-day convention.

Backstrand called upon wholesale distributors in the building materials field to continue in serving retail dealers effectively. "In periods such as this," he said, "every businessman is looking for ways and means of improving his operation. If we can offer him genuine help; if we can show him how to do something that will boost his volume, improve his turn-over, or lower his costs; and if our suggestions work for him, we will have built a sound and lasting customer relationship for the long term."

Armstrong Cork presented awards to five wholesale firms for outstanding sales accomplishments during 1957. The awards were given to the wholesale distributor in each of five geographical regions who obtained the greatest percentage of increase in sales of Armstrong products over the average sales of the preceding three-year period.

Among the recipients of these awards were the Huttig Sash and Door Co. of Jacksonville, Fla., Southeast; and the Lumber Dealer Supply Co. of Baton Rouge, La., Mid-Central section.

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# KEYWALL

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The Chicago Sun-Times Building contains newspaper offices, printing facilities and rented office space. Architects: Naess and Murphy. General Contractor: George A. Fuller Company.

**Masons like to use Keywall.** It easily unrolls in place on the wall. It's easy to lap at corners without adding thickness to the joint. Mortar flows readily in, under and around Keywall to give full embedment and a complete bond. Masons find Keywall easy to handle on the scaffold.

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# the reinforcement that does what masonry joint reinforcement is supposed to do..fights cracks!

Resistance to stresses that cause cracking is a basic purpose of masonry joint reinforcement. While it does increase the ultimate lateral strength of masonry walls, architects and builders depend on masonry joint reinforcement mainly to eliminate damaging and unsightly cracks caused by shrinkage during curing and aging.

The basic multi-directional design of Keywall assures superior resistance to cracks.

This has been demonstrated repeatedly on jobs from coast to coast. The new Chicago Sun-Times building is just one example.

Keywall-reinforced walls in the new Sun-Times building show far greater resistance to cracks than comparable walls with other masonry reinforcements, extensive studies reveal. Keywall was used to reinforce exterior masonry backup walls and interior partition walls of the Sun-Times building.

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## Miami Gives Birth to 'Privazone' Home

A new era of luxury living within the budget of the average family was ushered in with the public showing of the nation's first Privazone home in Florida.

The first Privazone home, which was built at Miami, has been heralded as the biggest news in homebuilding since the kitchen revolution of 20 years ago. Some homebuilding authorities have even called it the most significant new development in residential construction of the past 40 years.

The Privazone concept of home design, which builders in many parts of the country already have indicated they will incorporate into the homes they construct this year, introduces a radically different layout of the bedroom-bathroom area. By rearranging all the facilities for sleeping, dressing, washing, and personal hygiene, the Privazone plan adds convenience and comfort to everyday living.

The Privazone plan provides for a separate dressing room, or dressory, for every member of the family. Two are located off what used to be the master bedroom, one for the wife and one for the husband, and others are located adjacent to the children's bedrooms. Each dressory is equipped with all facilities for dressing and grooming, including a clothes

closet, built-in chest of drawers, a vanity lavatory, and a toilet, which is partly concealed behind a partition. A tub-shower room is situated between every two dressories, with access from both.

Since the clothes closets and dressers are eliminated from the bedrooms, they take on a new appearance and function as bedroom-lounges. In addition to a Hollywood-style bed, each bedroom-lounge is equipped with comfortable chairs, reading lamps, writing desk, television, etc. Replacing the old-fashioned bedroom, which was left unoccupied most hours of the day, the new Privazone bedroom-lounge can be used at any time as a place of retreat and relaxation.

Why has the conventional arrangement of separate bedrooms and bathrooms held sway so long in new home construction? It took months of patient probing by the Plumbing Fixture Manufacturers Association, Washington, D. C., to uncover basic dissatisfactions of home-owners with the customary arrangement of separate bathing-dressing-sleeping facilities in the home.

The first Privazone home is a re-design of a three-bedroom, two-bath model built by the Century Construction Co. in Miami, and selling for just under \$20,000. In adapting the house to the Privazone concept, builder Sheldon Kay proved that any new house can

easily be made a Privazone home for little additional cost. There has been no increase in the original floor area of the house. By a simple re-arrangement of existing space, an area of the home that now is wasted most hours of the day has taken on new 'round-the-clock usefulness, as well as providing the luxury of privacy where it is needed.

In addition to the rearranged sleeping-dressing-bathing facilities, the Miami Privazone home boasts other features. The Better Heating-Cooling Council has arranged for the installation of complete air-conditioning and forced hot-water heating systems, with zoned controls for each of three areas — (1) the bedroom-lounges, (2) the dressories, and (3) the other living areas of the house.

## PPW Headed by Donahue

E. W. Donahue, president of the Wabash Screen Door Co., was elected president of Ponderosa Pine Woodwork at the recent annual meeting in Chicago.

Donahue succeeds Harold J. Ford, general sales manager of Tarter, Webster and Johnson.

Other new PPW officers are: James F. Shiely, Winston Lumber Co., vice-president; C. R. Hunsicker, Curtis Companies, Inc., treasurer; and Hugh A. Schaefer, Michigan-California Lumber Co., secretary.

## Model Home Plan Pushes Famous Brands

JOHN M. COATES, at right in photo, president of the Masonite Corp., looks over floor plans and renderings of homes designed for Masonite's Showcase of Famous Brands program by Rudolph A. Matern, noted architect. With Coates is Paul B. Shoemaker, vice-president of the hardboard manufacturing firm and a director of the Home Improvement Council.

Seven house designs have been created for this model-home promotion for dealers by Matern.

Shoemaker explained that surveys have shown that about 80 per cent of the people visiting a model house are looking for ideas to incorporate in their present homes. The balance are primarily interested in building a new home. "With the lumber dealer as the promoter of a high-grade model home, he's in a wonderful position to benefit himself, builders, the community, and whole economy."

Shoemaker said the model home is virtually self-liquidating and fits into any building, land development, or Lu-Re-Co plans dealers have. Masonite offers a promotion kit with all the plans, instructions, and promotion copy and ideas needed to put the model home program across successfully.



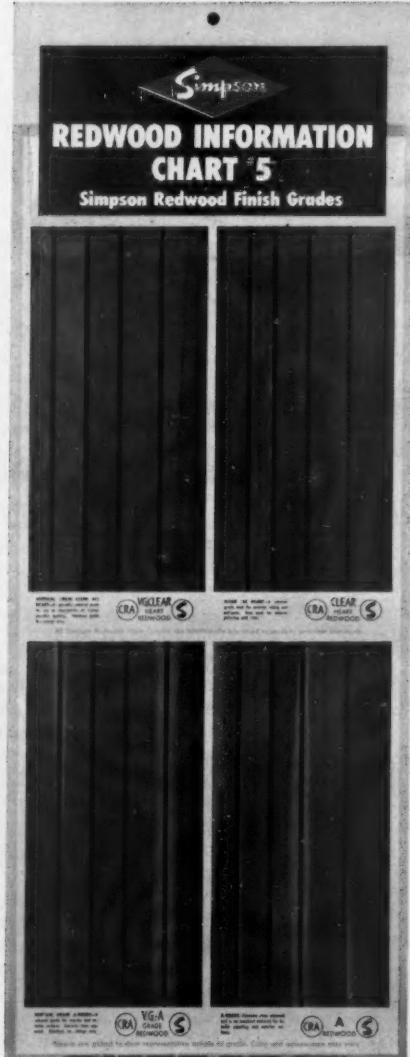
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## **REDWOOD INFORMATION CHART #5**

"Redwood finish grades" shows examples of the four finish grades in full color. Illustrates Clear All Heart and Aye Grade in both Vertical and Flat grain. Chart is 8½" x 22", on heavy card stock.

This series of charts is offered to dealers free to make it easier to sell redwood, one of the most profitable lumber yard items. For your free information chart, just fill out the coupon and mail.

Watch for **Simpson Redwood** full-page, full-color ads in the *Saturday Evening Post*, *House Beautiful*, and *American Home*.



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Redwood Information Chart #4,  
"Comparative Ratings" ( ) ★

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City	Zone	State

## Bahr and Livermore Rise in Pacific Lumber Co.



**Livermore**



**Bahr**

THE BOARD of directors of the Pacific Lumber Co., San Francisco, recently elected Carl W. Bahr vice-president in charge of lumber sales, and Norman B. Livermore Jr. as treasurer.

Merle L. Walker, re-elected assistant secretary, also was appointed comptroller of the company. Lawrence H. Sabey was made Eastern sales manager to replace Bahr. Harold Bendorf was appointed assistant sales manager and sales production coordinator.

Bahr was formerly Eastern sales manager for Pacific. He served as general manager of the California Redwood Distributors in Chicago before joining Pacific in 1946. He previously served as economist for the National Lumber Manufacturers Assn. and as secretary of the NRA Lumber Code Authority. He has been president and general manager of the California Redwood Assn. Bahr is a graduate of Georgetown University.

Livermore has been with the Pacific Lumber Co. since 1952. Before then he conducted his own logging, sawmill and remanufacturing operations. He is a graduate of Stanford University and of the Harvard and Stanford Graduate Schools of Business.

## 3 Dixie Cities Cited for 'Urban Renewal'

Nine cities last month were named as winners of Community Home Achievement Awards for outstanding progress in the improvement of homes and residential areas. The awards, given for progress largely culminating in 1957, are sponsored by *Look* magazine.

The winners are Anniston, Ala.; Atlanta, Ga.; Columbia, S. C.; Detroit, Mich.; Kansas City, Mo.;

Providence, R. I.; Richmond, Calif.; San Juan, Puerto Rico, and Syracuse, N. Y. In addition, Palmer, Alaska, was cited for honorable mention.

The nine winners were selected in a national competition conducted by the magazine to give recognition for outstanding citizen effort and accomplishment in improving homes and residential areas. All nine awards are of equal rank.

Albert M. Cole, administrator of the U. S. Housing and Home Finance Agency, was chairman of the panel of 10 experts in housing and civic affairs which judged the entries.

**Kansas City** is cited for one of the most ambitious urban redevelopment projects of modern times. Since 1954, the historic livestock center has been giving itself a \$250-million face-lifting. Wide areas of slums are being replaced by new housing, both public and private, and blight is being checked in run-down neighborhoods through rigid code enforcement. In addition, a large-scale redevelopment of the downtown area is in progress.

Atlanta had a hard row to hoe before it could show progress. Not until 1955, when the state legislature passed laws permitting urban renewal in Georgia, was the South's commercial hub able to implement its five-year plan to clear or renovate large areas of dilapidated housing. Now, a new spirit of citizen participation is pushing improvements along rapidly.

Anniston's winning program got underway when 9,000 school children in this small Alabama city completed a home-improvement census, and Chamber of Commerce members underwrote a \$50,000 war chest of time and money. As other organizations pitched in, the city adopted a tight housing code and hired a housing coordinator. Run-down dwellings have been demolished, others have been modernized, and plans have been completed for 90 new low-priced units under FHA's section 221.

Columbia is honored for a program that razed 280 dilapidated dwellings and improved 381 others. This drive was dramatized by high-school students, who rebuilt — as their own idea — the rickety home of an 85-year-old Negro woman. The city is also cited for its citizen-backed urban rehabilitation program that has produced unusually home-like public housing.



**Feick**



**McKenzie**

## Flintkote Promotes Three Top Officials

ELECTION of George J. Pecora, George K. McKenzie, and William Feick Jr. to higher offices in the Flintkote Co., national manufacturer of building materials, was announced last month by I. J. Harvey Jr. Harvey is chairman of the board and chief executive officer of Flintkote.

Pecora, who had been named executive vice-president a year before, succeeded Perce C. Rowe, resigned, as president of Flintkote.

McKenzie was formerly vice-president and secretary of the firm. His new title is executive vice-president. He also will continue as secretary of Flintkote. He joined the firm in 1928.

A former San Francisco bank official, Feick joined Flintkote as treasurer in March '56. Now he is vice-president and treasurer of the firm.

Pecora entered the pulp and paper business after his graduation from Iowa State College in 1930 where he majored in forestry. He joined Flintkote in 1939, directing the construction of and becoming manager of the insulation board plant at Meridian, Miss. He was named general manufacturing manager for the company in 1946, and a year later became general manager of the Pioneer (West Coast) Division. Pecora was elected a vice-president in 1948, a director in 1952, and general vice-president in 1956.

Chairman Harvey recently received an award for outstanding performance by the Flintkote Co. in the field of investors' relations. Publisher Tom Bryan presented the first annual award of *Investor's Future* magazine to Flintkote for its "outstanding performance in the field of investors' relations in the building material industry."

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- Complete weatherstripping — Cross metal weatherstrip in service position at top rail, check and bottom rail. Side jamb weatherstrip is full width one-piece aluminum with four points of contact with sash. Balances attached.
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Hot Springs, Arkansas

## **Southern Pine Producers Hear Panels on Merchandising, Vote on Ad Plan**

THE DIRECTORS of the Southern Pine Assn. at the 43rd annual convention of that body in New Orleans, La., on April 11, adopted a resolution urging SPA members to help finance and execute the National Advertising Program for Wood. The resolution was delivered by H. S. Mersereau, SPA's vice-president for trade promotion and a Crossett (Ark.) Lumber Co. official.

Presentation of the program had been made in open convention by N. F. McGowin, of Chapman, Ala., president of the National Lumber Manufacturers Assn. The resolution followed a protracted seminar on merchandising lumber and the report of the SPA trade promotion committee.

By official mayoralty proclamation, it was "Southern Pine 350th Anniversary Week" in New Orleans. And to symbolize Southern pine's long-term contribution to construction in America, mementos carved from Southern pine timbers used in the original U. S. White House, were presented to veteran industry leaders.

In the seminar on merchandising, the main points emphasized were the need for better lines of communication between lumber manufacturer and dealer, product research and improvement, and the elimination of obstacles to the efficient utilization of lumber. The

moderator was Robert A. Jones, executive vice-president of the Middle Atlantic Lumbermen's Assn. Manufacturer Mersereau, New Orleans architect J. Buchanan Blitch, and Harry V. Balcom of the Bossier Lumber and Supply Co., Bossier City, La., were panel members.

Delivered by R. H. Rush of Hawkinsville, Ga., the report of the SPA transportation committee reflected the comments and facts expressed during the seminar on lumber traffic and transportation. His report was as follows:

"Primary objective of the transportation committee in 1957 was to seek more equitable rates on Southern pine lumber. Many favorable results have been obtained.

Such as:

"1. A 20% reduction in lumber rates between points in the Southeast, which will become effective May 1 of this year. In addition, we were able to withhold increases of 4% and 2% in this territory.

"2. Reduced rates have been approved on lumber by application between points in the Southwest. These rates should be published in approximately 30 to 45 days. This reduction will approximate 30%.

"3. The Southern and Southwestern rail carriers have also approved a 20% reduction in lumber rates to points in official territory.

Concurrence of the official territory railroads must be obtained to effectuate this reduction. This matter is being followed with the official territory lines and decisions should be obtained in the near future.

"Through concerted effort with other allied forest products groups and with the co-operation of our Southern Governors Conference and Southeastern Railroad Commission we have been able to bring our transportation problems to the attention of our Southern carriers which should be of considerable help in obtaining necessary revisions in the future."

How to help home-owners get the best paints for use on Southern pine and how to make more Southern pine 2x4s available were the two major subjects reviewed by the research committee at a breakfast meeting, Chairman Earl McGowin of Chapman, Ala., reported.

"After many years of efforts to overcome the problem of how to select paints that will give a long service life on Southern pine siding and exterior trim, the research committee with the help of paint specialists has developed a sound evaluation program."

The formal dedication of the Southern Pine Room in the Roosevelt Hotel was held at a meeting of the SPA executive committee. At this session a gavel carved from Southern pine timbers used in the original White House was presented to Seymour Weiss, president of the Roosevelt Hotel, by SPA President Hardtner.

New officers of the Southern Pine Assn. are seen at right, following their celebration of the 350th anniversary of Southern pine in New Orleans. Seated from left are Q. T. Hardtner of Urania, La., retiring president and board chairman; M. W. Smith Jr. of Jackson, Ala., new president; and E. C. Gates of Fordyce, Ark., first vice-president. Standing, left to right, are L. R. Foreman of Elizabeth City, N. C., second vice-president; M. L. Fleishel of Jacksonville, Fla., treasurer; and Stanley P. Deas of New Orleans, executive vice-president.



several  
very  
profitable  
distributorships  
still open

in  
miceramic  
tile

Ceramic tile is the trend! . . . the national home magazines, building supply journals, architects and trade experts say so—and tile sales themselves prove it! Dealers want Miceramic Tile! . . . we at Miceramic, in just 6 months, have received over 3,000 dealer inquiries—from every section of the country! Miceramic offers you as a distributor a complete line of ceramic floor and wall tile and all the accessories . . . prompt, efficient service . . . action getting advertising to dealers and consumers. The business is here . . . now . . . where you are. Distribution in a limited number of virgin areas is open. For more information . . . Write, Wire or Call Today!



**Miceramic Tile**  
Cleveland, Mississippi

## MOVING UP in the industry

### American Sisalkraft Corp.

SPENCER P. HIGGIN has been elected president of this Attleboro, Massachusetts, firm. He served previously as vice-president in charge of its overseas operations. William N. Stevenson, retiring president, has been named chairman of the board. Stevenson succeeded P. T. Jackson, founder of the company, who retired.

### Chamber of Commerce of the U. S.

WILLIAM A. MCDONNELL has succeeded Philip M. Talbott as president of this national commerce/civic organization. A graduate of Vanderbilt University, McDonnell is chairman of the board of the First National Bank of St. Louis, Mo.

### Philip Carey Manufacturing Co.

New sales promotion manager of this Ohio building materials manufacturer is JOHN C. THOMAS. A journalism graduate of the University of Notre Dame, Thomas served as an advertising agency account executive the past three years.

### Reynolds Aluminum Supply Co.

J. E. PETRIS has been appointed merchandise manager of the Warehouse Division of this building material and industrial metals distributor. Petris has been associated with the company for 20 years. He was formerly sales manager of the Atlanta branch.



Petrис



Krieger

Dant and Warnock, Inc. . . . This Menlo Park, Calif., lumber marketing firm has appointed DAN C. KRIEGER as its plywood sales manager. With wide experience in the sale of fir and hardwood plywood, he will supervise the 4,000,000-sq.-ft. output of the new Oroply plant.

National Housing Center . . .

RUFUS LISLE has been appointed general manager of this housing industry service. Lisle served with the Frigidaire Division of General Motors for 16 years. He became manager of Frigidaire's Washington office in 1954. Since 1956 this Princeton University graduate has served as Washington representative of the United States Plywood Corp.

**Schlage Lock Co.** . . . ERNEST L. SCHLAGE, director of research for Schlage Lock Co., has been elected vice-president of the company. He replaces D. E. Golden, who retired. G. W. Coleman was elected corporation secretary.

**Masonite Corp.** . . . ROBERT L. SMITH JR. of Chamblee, Ga., has been appointed Masonite's dealer salesman in northwest Georgia. Smith has been a sales trainee in the Atlanta office since September. He is taking over the territory covered by the late K. C. Kerr. Smith was graduated from the University of Georgia in 1954, after serving in the Navy for four years.

**Veterans Administration** . . . PHILIP N. BROWNSTEIN, assistant director for loan policy and management of the Veterans Administration loan guaranty service, has been appointed director of the loan guaranty service. He succeeds Thomas J. Sweeney, who resigned. Brownstein joined the Veterans Administration in 1946. He received two law degrees from Columbus University in Washington.

### Donley Brothers Open Warehouse in Alabama

The Donley Brothers Co. of Cleveland, Ohio, manufacturer of metal building products, now has a new warehouse and branch office in Birmingham, Ala.

The new warehouse will serve dealers in all Southern and Southwestern states. Officials said this will result in considerable reductions on freight charges on orders shipped from the Birmingham warehouse, and that it would assure faster deliveries of Donley products for better customer service.

The Donley line includes fireplace dampers and units, outdoor fireplace equipment, and ventilators. The 1895-founded firm is noted for its design and development of successful fireplaces and incinerators.

## Western Pine Men Step Up Promotion

Merchandising and promotion of lumber products were spotlighted by actions taken at the annual meeting of the Western Pine Assn. in San Francisco, Calif., recently.

The association's board of directors endorsed a proposal by the National Lumber Manufacturers Assn. to put on a cooperative national campaign promoting all wood. At the same time, the association jumped its own promotion budget by 12 per cent.

In other board action, WPA went on record against Federal subsidies to forestry for tree planting, thinning, and pruning under the agricultural conservation program (ACP) and the soil bank.

It urged the government to put up the full allowable cut of timber so a free flow of raw materials to market can be assured and artificial scarcities will not be created.

It also endorsed the private ownership concept of forest lands, opposing two congressional bills now under study regarding the termination of Federal supervision of assets of the Klamath Indian tribe of southern Oregon.

A. B. Hood, Ralph L. Smith Lumber Co., Anderson, Calif., was re-elected president of the association. Re-elected vice-presidents were P. V. Burke, Sacramento Box and Lumber Co., Sacramento, Calif., and J. D. Bronson, Boise Cascade Corp., Yakima, Wash. S. V. Fullaway Jr. continues as secretary-manager of WPA. R. W. Rehfeld, Southwest Lumber Mills, Flagstaff, Ariz., was named treasurer.

Grading rules for roof decking in the 10 Western Pine region species were adopted by the Western Pine Assn. and became effective April 1.

Two grades — selected and commercial — are described in the new rules, Supplement No. 5 to the association's standard grading rules.

Both grades have a maximum moisture content restriction of 15 per cent on the surface, and are designed for residential, factory and commercial construction use. The grades cover decking two inches and thicker, and five inches and wider.

Copies of the rules covering decking are available free from the Western Pine Assn., 510 Yeon Building, Portland 4, Ore.

Look →  
at this →  
Proof!



In our October 1957 issue we carried a full-page advertisement containing the above picture.

This advertisement related to Hurricane Audrey and its effect upon roofing shingles.

This advertisement mistakenly stated that Mr. Saul Sonnier, of Lafayette, Louisiana, constructed the house in the background (with many shingles blown off). Actually Mr. Sonnier did not construct the house in the background, but did construct the house in the foreground. It is easy to see that no shingles have blown off the house constructed by Mr. Sonnier, and we are reliably advised that NOT ONE of the roofing shingles on homes built by Mr. Sonnier was blown off or damaged by Hurricane Audrey.

The incorrect advertisement of October 1957 did not originate with this magazine, and we published it in good faith without knowledge of its inaccuracy. However, this magazine does not wish to injure anyone, and also wishes to recognize good workmanship. On both counts Mr. Sonnier rates this retraction and correction, and we are pleased to give it the same or better prominence than that of the advertisement of October 1957.

**W. R. C. SMITH PUBLISHING COMPANY • ATLANTA, GA.**

*Publishers of SOUTHERN BUILDING SUPPLIES*



Here's a Tilt that's a winner

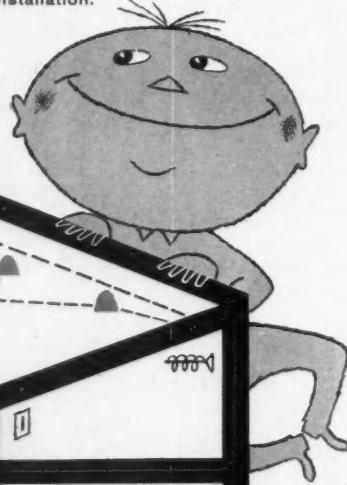
**NEW WEPCO**

# versa-tilt

**3-track tilt combination window**

- Easily-operated, trouble-free push-button latches!
- No metal-to-metal contact . . . complete vinyl weather-stripping!
- Completely assembled . . . pre-punched installation holes!

A beautifully designed self-storing window with panel inserts that tilt-in for easier cleaning. Extra-rugged aluminum frame . . . rigid screen section. Rattle-proof . . . fully concealed hardware. For blind stop or overlap installation.

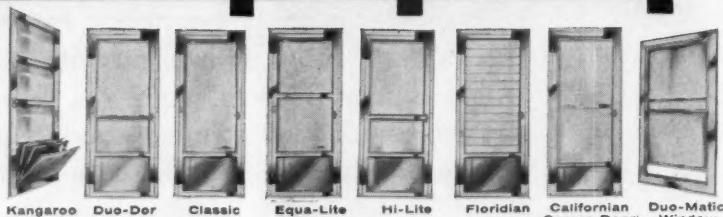


For full details on liberal co-op Ad plan and merchandising aids . . . write to:

**WEPCO**

Litchfield, Illinois  
A Division of The Weather-Proof Co.

stock . . . sell  
**WEPCO** . . .  
more than ever . . . the  
most complete line  
of combination  
windows and doors.



Distributed In This Area By:

**Central Warehouse Corporation**

Bristol, Virginia

**Sash Door & Glass Corporation**

Richmond, Virginia

**Don't just lay a floor...  
lay a floor that will  
help you sell your house -**

# BRADLEY BRAND OAK FLOORING



Add elegance, charm and incomparable beauty to the houses you build. Use Bradley Straight-line Oak Flooring for the floors. Only Bradley uses specially designed saws to produce *precision-straight* strips for its flooring machines. Bradley Oak Floors are the choice of discriminating craftsmen everywhere. They are "mirror-smooth" and "arrow-straight" every time. Available finished or unfinished. See your Bradley representative for ALL your lumber needs. He is ready, willin' and able to serve you!

**BRADLEY LUMBER COMPANY**  
*of Arkansas*

HOME OFFICE • WARREN, ARKANSAS

# New! Andersen

...new component that joins quality window and wall!

- ★ **Cuts installation steps two thirds**
- ★ **Provides tightest possible wall joining**
- ★ **Easy to handle, easy to sell**
- ★ **Gives builders lower installed cost**
- ★ **Fits any type of frame construction**  
—including panel systems

Here's a great advance in building technique. A new component that makes a quality window an integral part of the house frame. Gives you the opportunity to get more orders from present customers. Go after business that may have been out of reach before.

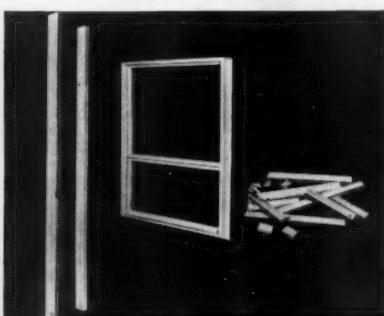
The new Andersen Strutwall comes completely assembled. Load-bearing side struts, nailers and lower jack studs have been nailed and glued together at the factory. This provides unusual resistance to racking. Gives your customers the tightest possible joining of window and wall. Cuts installation from three operations to one—from around 22 steps to 7.

From a profit standpoint, new Strutwalls are phenomenal. They're shipped only 190 per car. You can order fewer units, still get low carload prices. You can make a higher profit per installation because you're supplying a larger part of the house. And the builder saves so much on labor he has a lower total installed cost. Ever have a better sales story?

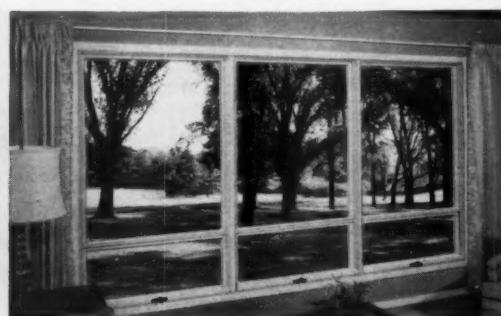
Advance orders indicate a heavy demand for new Andersen Strutwalls. We suggest you place your order now. See your Andersen distributor or write direct for details and other information: Andersen Corporation, Bayport, Minnesota.



**Installs in minutes, fits tighter!**  
Just cut two load-bearing struts to fit header construction. Nail Strutwall to adjacent studs. Tilt up with wall. It's that easy. Because all parts are nailed and glued at the factory, new Strutwall provides tightest possible joining of window and wall.



**Saves labor, costs less installed!** New Strutwall eliminates cutting, fitting, assembling all of the conventional window parts above. Cuts labor so much builders report a good saving in total installed costs—even when figuring Strutwalls against inferior conventional windows.



**Looks better, more profitable!**  
Andersen Beauty-Line® and Flexivent® styles add extra beauty, sales appeal. In multiple openings, like this, there's also more open glass area, cleaner, trimmer lines. There's higher profit, too. Because you're supplying a larger part of the house, you make more money per window.

©PATENT PENDING



ANDERSEN CORPORATION • BAYPORT, MINNESOTA

# Strutwall

TRADEMARK OF ANDERSEN CORPORATION



# Andersen Windowwalls

TRADEMARK OF ANDERSEN CORPORATION

## Andersen Windowwalls

**are quickly available  
from complete stocks  
of these distributors:**

### ALABAMA

**Birmingham Sash & Door Co. Birmingham**

### FLORIDA

**Hutting Sash & Door Co. Jacksonville**

### GEORGIA

**Hutting Sash & Door Co. Atlanta**

### KANSAS

**Rock Island Wholesale Co. Wichita**

**United Sash & Door Co. Wichita**

### KENTUCKY

**Hutting Sash & Door Co. Louisville**

**Weyerhaeuser Distributing Yard Louisville**

### LOUISIANA

**Davidson Sash & Door Co.**

*Alexandria, Lafayette and Lake Charles*

**New Orleans Sash & Door Co. New Orleans**

**United Sash & Door Co. Baton Rouge**

### MARYLAND

**Morgan Millwork Co. Baltimore**

### MISSOURI

**American Sash & Door Co. Kansas City**

**Lumbermen's Supply Co. St. Joseph**

**Hutting Sash & Door Co. St. Louis**

**Toombs & Co. Springfield**

### NORTH CAROLINA

**Hutting Sash & Door Co. Charlotte**

### TENNESSEE

**Hutting Sash & Door Co. Knoxville and Nashville**

**Memphis Sash & Door Co. Memphis**

### TEXAS

**Davidson Sash & Door Co. Austin**

**Hutting Sash & Door Co. Dallas**

### VIRGINIA

**Hutting Sash & Door Co. Roanoke**

**Morgan Millwork Co. Arlington**

# A Powerful Promotion Package To Help Dealers Sell More High and Low Fences

Here is a complete promotion package designed to help you increase sales in the high and low fence market. Weyerhaeuser is making it available to help dealers pick up new volume in a profitable market which can consume immense quantities of lumber and building specialties. With this powerful merchandising package you will be in a better position to sell the fence market. Here is what you will receive:

**FULL-COLOR 8½" x 11" CATALOGS:** A supply of catalogs showing 24 beautiful low fence designs . . . also a supply of catalogs illustrating 16 high fence designs which give homes privacy and character. Full specifications are given for each design.

**COLORFUL MAILERS:** A quantity of each of two handsome mailing pieces showing fences in beautiful settings. They show both high and low fences.



## Weyerhaeuser LUMBER AND BUILDING PRODUCTS

4-SQUARE®



In addition to the Fence Selling Kit, dealers are also using 4-Square sales promotional kits featuring Homes, Farm Buildings, Garages and Vacation Cabins. Write for information covering these promotions.



**DISPLAY STAND:** This modern stand displays all the fence literature. It will attract customers and promote fence sales. The display is designed for wall or counter use.

**SHOWROOM DISPLAY:** Big 4-color poster printed both sides, plus six big banners with selling messages and fence illustrations will make your showroom "Headquarters for Outdoor Living Ideas and Materials".

**ALSO AVAILABLE:** These additional materials can be had free of charge if you buy the fence promotion package.

*Local Advertising Aid:* Free newspaper ad mats and radio scripts—yours for the asking.

*Building News:* Fact-packed publication, new this year, which will be mailed by Weyerhaeuser to the builders you name.

**THIS FENCE PACKAGE IS YOURS FOR \$10.00:** The fence selling promotion package shown above—the third step in Weyerhaeuser's program to help lumber dealers get a bigger share of the 1958 building and modernizing markets—available to dealers for \$10.00.

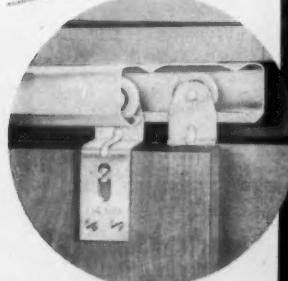
**Weyerhaeuser Sales Company**  
FIRST NATIONAL BANK BUILDING • ST. PAUL 1, MINNESOTA

## SLIDING AND FOLDING DOOR HARDWARE

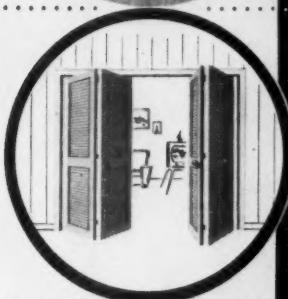
# Glide-Master®

## SO GOOD IT INVITES IMITATION!

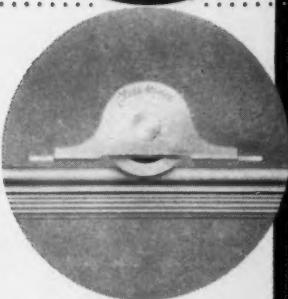
From the automation plant of Arthur Cox & Sons, comes GLIDE-MASTER folding and sliding door hardware preferred by builders across America. A combination of newly patent pending exclusive features, finest materials and skilled engineering means fastest installation—longest trouble-free operation. When the job calls for high performance at moderate cost—they'll come calling for GLIDE-MASTER. Be ready for these profits. Avoid the imitations and order GLIDE-MASTER!



GLIDE-MASTER  
**MODEL B**  
Ball Bearing  
By-Passing Hardware  
Side Mount Removable  
for by-passing wardrobe doors  $\frac{3}{4}$ "- $1\frac{1}{8}$ " thick.  
(Also available in Model BR reversible to fit either  $\frac{3}{4}$ " or  $1\frac{1}{8}$ " doors)



GLIDE-MASTER  
**MODEL G**  
Folding Wardrobe Hardware.  
Edge-Mount Pivot Hangers  
Adjustable  
for wardrobe, passageway  
and pass-thru. Eliminates  
plates, rails or locking  
devices from floor.



GLIDE-MASTER  
Sliding Sash  
Sheave & Track  
For Horizontal  
Sliding Installations

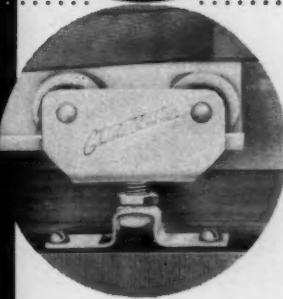
GLIDE-MASTER  
**MODEL E**  
Axle Bearing  
By-Passing Hardware  
Adjustable Side Mount  
for  $\frac{3}{4}$ "- $1\frac{1}{8}$ " by pass door  
installations.  
(Also available in Model ER  
reversible to fit either  $\frac{3}{4}$ "  
or  $1\frac{1}{8}$ " doors)



GLIDE-MASTER  
**MODEL F**  
Folding Wardrobe Hardware.  
Side Mount Pivot Hangers  
Adjustable Folding  
Door Hardware  
with exclusive features that  
eliminate plates, rails or  
locking devices from floor.



GLIDE-MASTER  
Sliding Door  
(Pocket) Hardware  
Double Ball Bearing  
Wheels, Top Mount  
for  $\frac{3}{4}$ "- $1\frac{1}{8}$ " passageway  
doors.

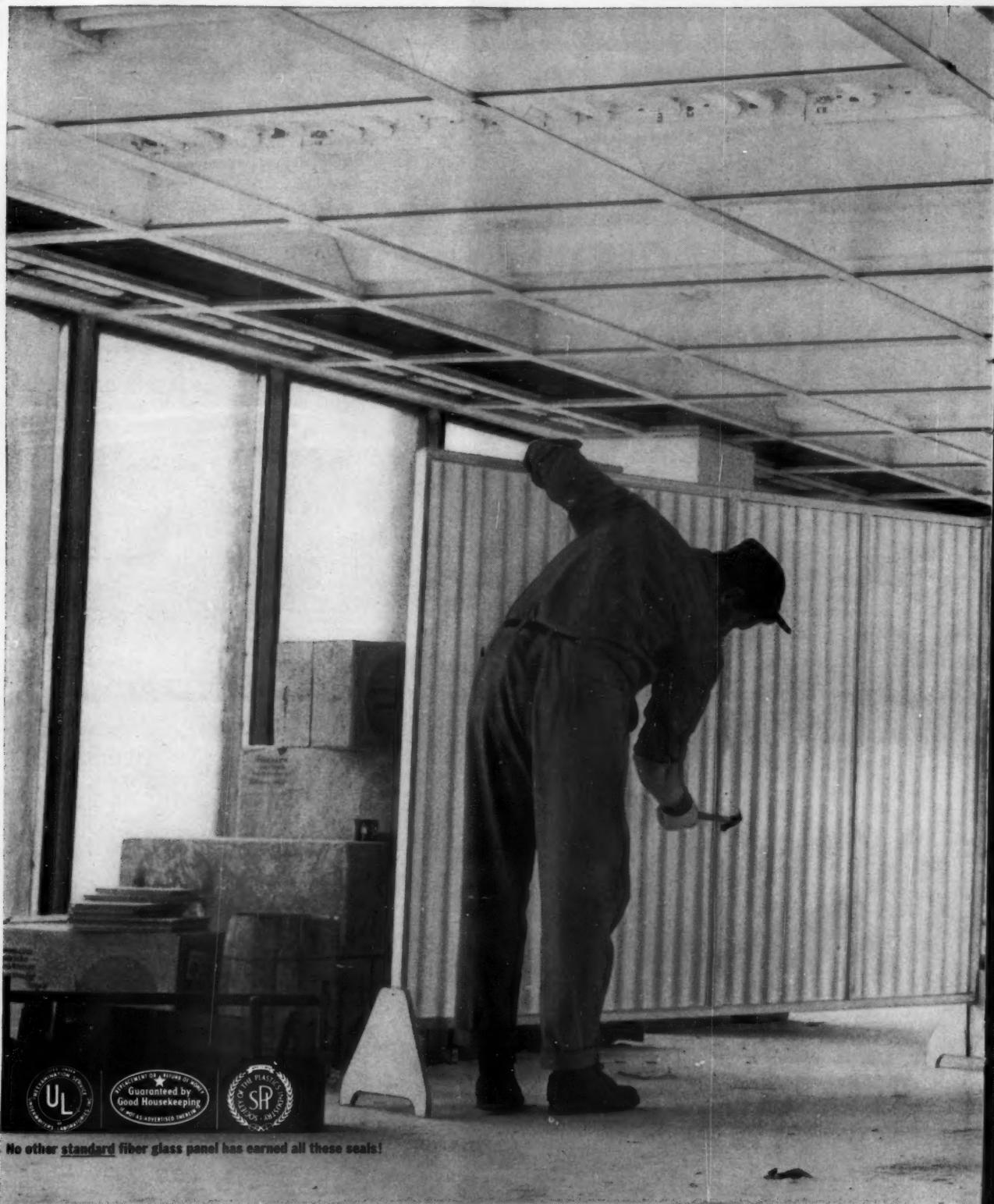


Write on your letterhead today for your FREE copy of  
the complete GLIDE-MASTER catalog. Ask about representing  
GLIDE-MASTER in your community. A few choice  
territories are still available.

ARTHUR COX & SONS, INC.

70 NORTH SYCAMORE • PASADENA, CALIFORNIA





No other standard fiber glass panel has earned all these seals!

**BARCLITE** is going inside, story by story, in the newest buildings...home, farm, industrial! Wonderful Barclite is the translucent reinforced fiber glass panel that is recognized for quality...and profits! Nationally advertised to be used for partitions, room dividers, carports; patios, reception room fronts, skylights...and for roofing, siding and glazing. Power-packed merchandising and sales aids help you sell the Barclite building story with proof that Barclite panel is shatterproof—lightweight—and weather resistant. Write up your share of booming Barclite profits now! **BARCLITE CORPORATION OF AMERICA**, Dept. SB-5, Barclay Bldg., New York 51, N. Y.



## GOING IN EVERYWHERE!

**BARCLAY** prefinished plastic coated panels are writing the hottest inside story in wall and ceiling installations...for dealers everywhere! Guaranteed quality means you sell with confidence—your customers stay sold. Barclay's exclusive "590" finish gives a lifetime of rugged wear. Wide range of decorator colors, patterns, wood grains. And dealers are sold on Barclay because they take advantage of Barclay's full color national advertising by using related displays, selling aids, reprints. Contact your distributor now! **BARCLAY MANUFACTURING CO., INC.**, Dept. SB-5, Barclay Bldg., N.Y. 51, N.Y.



# Free Booklet For Your Customers



...helps you sell more

## Lion Asphalt Roofing Products

Here's one of the most practical sales aids you can use . . . and it costs you nothing! Booklet tells, step-by-step, how to repair roofs, how to damp-proof walls and foundations with ready-to-use Lion Asphalt Roofing Products. Practical guide for professional roofers and

"do-it-yourselfers" alike. Your distributor has for you a reasonable quantity of this helpful booklet. Why not order a supply today. Just ask for "Roof Repairs Are Easy". Then put it to work for you to help increase your sales of Lion Asphalt Roofing Products.

### **Free Technical Bulletin Also Available to You**

Complete information on all Lion Roofing Products. Data will be helpful to you and to your sales personnel in suggesting proper application. Bulletins are available free from your Lion Roofing Products distributor.

\*TRADEMARK OF MONSANTO CHEMICAL COMPANY

**LION OIL**

A Division of Monsanto  
Chemical Company



**COMPANY**

EL DORADO, ARKANSAS



May, 1958

**SOUTHERN  
BUILDING  
SUPPLIES**

The group of dilapidated dwellings seen at right are on Hamilton Street in the Mississippi capital. They will be rehabilitated this year according to Jackson's modern housing standards — just as the row of 60-year-old Negro homes below were during 1957.



## **HOUSING REHABILITATION via Local Enterprise in Jackson**

The housing rehabilitation program of Jackson, Mississippi, was not named a winner in the *Look* magazine 1957 Community Home Achievement Awards (see report on page 18), no doubt because it was not entered in the competition. But for any municipality or individuals concerned with a sure way to effect housing rehabilitation, the Jackson plan is well worth a long look.

On their own and without Federal aid or direction, Jackson officials and citizens in less than three years have struck a major blow at local blight and deteriora-

**Exclusive pictorial and word report by editor of S-B-S**

tion — and the battle is just getting into full swing.

Following our December '57 reports on how urban renewal operates and where it's headed in the South and Southwest — and on how few Dixie lumber dealers know and are doing much about slum clearance and rehabilitation locally, *S-B-S* presents this firsthand report on Jackson because:

1. It proves the speed and economy of local enterprise handling housing rehabilitation without

Federal aid or supervision.

2. It was instigated by two men from the retail building supply industry.

The Housing Rehabilitation Department of the City of Jackson, Miss., was activated on December 1, 1955. Through April '58 — in 29 months — a total of 4,830 dwelling inspections resulted in the repair and renovation of 805 units and the demolition of 413 residential units. Nearly all of these were houses for Negroes in

In the council chamber of Jackson's historic City Hall, at right, Mayor Allen C. Thompson with pointer discusses another area being rehabilitated in the Mississippi capital. From left, the other men are D. L. Luckey, Lake Campbell, E. B. Yarbro Jr., Garner W. Green Jr., J. L. Mallard, E. B. Lemmons, and Earle M. Jones.

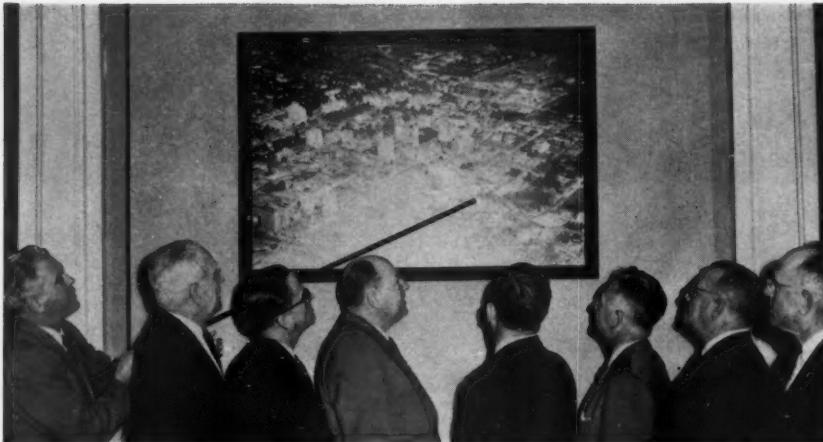
Luckey and Campbell are city commissioners. Yarbro is the director of Jackson's Housing Rehabilitation Department.

Mallard, insurance executive, served as first president of the Citizens Rehabilitation Advisory Board. Now Green, an attorney, heads this board.

Lemmons and Jones initiated the move for housing rehabilitation via free enterprise in Jackson. Lemmons is secretary-treasurer of the Mississippi Retail Lumber Dealers Assn. Jones is a Jackson lumber dealer and former president of the state organization.

the "downtown" areas of the city.

This has all been done, at a minimum expense to the city, by the property owners through the enactment of an order establishing "minimum standards of housing rehabilitation" as an amendment to an ordinance "declaring the policy of the city with reference to dwellings unfit for human habitation," and its enforcement by the director of the housing rehabilitation department and other city officials.



This all was started in January '54 by Earle M. Jones, head of the Trenton Lumber Company, and E. B. Lemmons, secretary of the Mississippi Retail Lumber Dealers Association. After getting indoctrinated with the need for "urban renewal" and ways to accomplish it in a Washington meeting of the directors of the National Retail Lumber Dealers Association, they hopefully contacted Mayor Allen C. Thompson and the city commissioners about a housing rehabilitation program for Jackson.

The "city fathers" were enthusiastic over the plan but suggested that the Chamber of Commerce be

The new Negro Y. M. C. A. building in Jackson was almost completed when the picture below was taken. It was located in the heart of a residential section that will be modernized for more sanitary and comfortable living.

used as a sounding board for the idea, and then the city council would act on their recommendations. A native of Jackson, the mayor was mindful of the opposition of Jackson community leaders, on several occasions, to proposed Federal public housing programs because of the paternalism, Federal control, and cost to all taxpayers.

**Jackson** real-estate developers and private property owners are traditionally suspicious of governmental programs which enter into their sphere of operation, so the way for establishing a basis for understanding and cooperation from these groups had to be opened up.

Upon suggestions by Earle Jones, the Chamber of Commerce assigned the housing subject to its 1954 Civic Affairs Committee. Subcommittees then made intensive studies of (1) the need for housing rehabilitation in Jackson to prevent crime and improve health and welfare; (2) rehabilitation programs successfully carried out by other cities; (3) existing city ordinances dealing with such a program.

At a meeting of the full committee in January '55, it was voted that the following recommendations be made to the city council:

1. That Jackson immediately launch a housing rehabilitation program.
2. That a Housing Rehabilitation Board of leading citizens be appointed to develop policies under which the program could be worked out.

At a meeting in March, the mayor and commissioners agreed to take the steps recommended. They requested the Chamber com-



mittee to submit a slate of names from which the Citizens Rehabilitation Advisory Board could be selected. This was done and a representative group of citizens was appointed.

The 1955 board was composed of 59 men and women. Officers were J. L. Mallard, an insurance executive, president; Garner W. Green Jr., attorney, vice-president; Mrs. Frank Potts, housewife and civic worker, secretary; and F. M. Featherstone Jr., utility executive, treasurer. The board members included six housewives, realtors, investors, engineers, merchants, financiers, an editor, publisher, television officials, clergymen, contractors, and labor leaders.

**It took** a lot of educational and promotional work among all segments of Jackson residents on the part of this board to persuade property owners, tenants, home-owning occupants, and others to accept the requirements and consequences of rehabilitation standards.

Here's how Jack Mallard explained the matter to various civic and social groups:

"The Civic Affairs Committee delegated a sub-group to determine if there was any relationship to those blighted areas, as shown on the city planning map, and the poor health conditions, delinquen-

cy, crime incidence, and welfare cases. When the facts had been ascertained from the health department, police department, and welfare groups — the highest incidence of each was right in those blighted areas. The theory of cause and effect indicated that if those areas could be rehabilitated and cleaned up, the city could save some money in sheer decreased costs of sanitation and health, police protection, and the cost of public welfare.

"If I told you that each one of you would this year pay a substantial sum of money out of your pocket to maintain the current bad housing we have in many areas of our city, you would deny it vehemently. But nevertheless, I say exactly that. Blighted neighborhoods levy untold actual dollars

from the taxpayers — yes, from you — and they levy untold misery on the unfortunate persons who must live there. The price of maintaining slums or blighted housing is right on your tax bill!"

City officials and Chamber committeemen had seen an ACTION sound-slide film on how New Orleans was licking this problem, and they conferred with an official of the New Orleans Housing Rehabilitation Program as to how the drive had worked out. Hence the mayor and commissioners decided to undertake such a housing rehabilitation program in Jackson.

Legislation authorizing municipalities to enter into this type of program was enacted by the Mississippi State Legislature in 1938. The city attorney drew up the ordinances necessary to create a housing rehabilitation department and to stipulate and enforce minimum housing standards.

Chosen as director of the new City of Jackson Housing Rehabilitation Department was E. B. Yarbro Jr., 43-year-old Jackson native. The owner of 104 rental dwelling units in the city, Yarbro had already rehabilitated 95 per cent of them at an average cost of \$1,100 when he was appointed department director. He had been

(See REHABILITATION page 93)

**The wonders wrought by Jackson's rehabilitation program are shown in the "before and after" views below of a rental duplex and an owner-occupied home. The top pictures show a dwelling at 1220 Kennington Street before its owner had it transformed to modern housing standards. The bottom pictures show a rental duplex at 917-919 Quinn Street before and after renovation.**



# The Short Road to Bankruptcy!

**(Editor's Note: Author of this discussion of big volume as the shortest road to bankruptcy is a highly successful, independent Southern yard operator. For years he fought to build his volume, until he saw the light. He was delighted to learn how much his volume could be reduced if his merchandise was fairly priced, if non-productive manpower were eliminated, and all sales efforts concentrated. For personal reasons, the author prefers to be unidentified.)**

We still observe many dealers operating their lumber yards today with methods that were the order 50 years ago. They are reluctant to change, but ever-ready to criticize and condemn those who recognize the necessity of modernizing their thoughts and methods of retailing lumber and building materials. The best proof of this is to look around us all over the country and see how the shoe clerks, car salesmen, realtors, and others completely untrained and foreign to the building business have taken it over while the shiftless retail lumberman has squatted idly by.

How long can we remain as an industry when our chief concern is whether our competitor is getting 10½ or 11 cents for the most price-abused item we sell — 2 x 4's? What difference does it make — you can't undersell him anyway; so why not realize that and go after business that will pay you a profit?

It's an impossibility to make any money from the chiseler who expects to make all his purchases at prices equal to or below what he can buy for elsewhere. Oh! the answer is volume, lots of volume; cut your prices and get all the business — and keep the other so-and-so from making any money.

Well, the shortest road to bankruptcy we know of is the low-profit, high-volume road. Let a 90-day recession period of any nature come along and listen to the moan and groan of the volume-happy boys.

One day last week we were privileged with a visit from a gentleman, whom we consider as the soundest and most well-informed surety bondsman in our state. We were interestingly amazed to listen to him blow holes in this volume solution to profits in the large commercial contracting field. Seems those boys are dropping out like dead files . . . and some of the big-name ones, too.

They have labored under the delusion that the more volume, the lower the overhead, consequently the more profit. But, according to our friend, so many unforeseen and unrecognized factors have come into their operations the last few years, this policy of low-profit volume has backfired and worked in reverse.

Yes, sir, volume in our business is just like it is in their business. Volume's the answer; get all the business, buy machinery and mechanize so you can move more materials faster, easier, at a lower cost, and increase your volume.

We venture to say that if many of the smaller and medium-size dealers would conduct a complete cost analysis of the use of some of their equipment, they would probably dump some of it in the junk heap. We have visited several of our friends who have made large expenditures to get in on the volume profits through purchase and installation of mechanical handling — only to find that the volume rush failed to develop.

To rationalize his poor judg-

ment, one of our dealer friends readily pointed out that he had saved 50 per cent in his unloading costs last year. But what he failed to point out was the extra man on the payroll, \$25,000 sunk into additional inventory, several dollars into shed and umbrella storage, and the cost of equipment.

We happen to know that this dealer only unloaded 42 carloads last year that could be mechanically unloaded, so suppose \$60 was the average cost for manual unloading and he saved 50 per cent. That's \$1,260 he saved to unload 42 cars of merchandise. Wouldn't you think that is a rather small saving to make when you invested over \$40,000 to do it?

There are certainly many places and uses for mechanization, but it must be kept busy to pay for itself, and we must guard against getting volume-struck enough to throw away our gross profits just to see the machinery operate.

It is our belief that to be a successful and profitable operator you must put a value on your merchandise, then take the initiative necessary to secure the volume required to show a return on your investment. We have found that the buying public will still pay for courteous service and quality merchandise, and that the buying public has more respect for a business that has a fair and understandable pricing policy.

When we refuse to have a price policy and we let the public know we are price-cutters and can be chiseled with, how can we expect to keep the buyers' confidence?

When we give across-the-board discounts to some, yet refuse them to others, how can we be classed as anything but an auction house trying to sell everything at the highest offered price?

When we let the shoe-clerk contractor tell us what he will pay us for our merchandise, how can we class ourselves as businessmen and an industry?

When we spend an estimator's full day making take-off and cost estimates, then allow the shopper to carry it around to give our competitors a chance to get under it, why wouldn't it be better to get into the contracting business ourselves?

You have to furnish the brains, inventory, financing, lots, and all the other essentials to get a shoe clerk started in business, only to have him end up telling you what to do.

(See BANKRUPTCY ROAD page 94)

## **S-B-S Survey Traces Dealer Service Trends**

# **Dealers Build and Install More**

**With new house construction** and improvement jobs more competitive, more Southern lumber and building supply dealers are contracting jobs and providing more financial assistance, the annual *S-B-S* dealer service survey reveals. It was run in March among dealers in 18 Southern and Southwestern states.

Compared with findings of the 1956 survey, when demand was brisk and more builders and applicators were handling jobs at good mark-ups, the '58 survey results show material dealers more active on all "service" fronts.

Pitting 1956 tallies against this

year's results, here are the percentages of dealers who provide or offer certain customer services:

**NEW CONSTRUCTION** — homes, up from 37% to 51%; farm buildings, up from 29% to 33%; other buildings, up from 11% to 35%.

**REPAIRS AND REMODELING** — homes, up from 43% to 51%; other buildings, down from 37% to 35%.

**INVENTORY HOMES BUILT FOR SALE** — up from 15% to 19%. Erection of prefabricated homes, down from 3.4% (in '57) to 2.4%.

**MATERIALS SOLD INSTAL-**

**LED** — roofing, up from 45% to 58%; siding, up from 44% to 53%; insulation, up from 43% to 46%; paints, up from 41% to 49%.

**EQUIPMENT SOLD INSTALLED** — kitchen appliances, up from 20% to 22%; fans, up from 16% to 20%; bath fixtures, up from 20% to 21%.

**MORTGAGE FINANCE ASSISTANCE** — homes, up from 54% to 59%; farm buildings, up from 5% to 35%; other buildings, up from 36% to 39%.

**INSTALLMENT LOAN HELP FOR HOME IMPROVEMENTS** — via national banks, up from 34%

(See SERVICE SURVEY page 94)



The second part of the annual *S-B-S* exclusive survey of lines and services offered by dealers in the 18 Southern and Southwestern states, this report shows substantial upturns in the number of dealers who install or apply materials, and who build homes and other structures.

For example, 53% of the Dixie dealers now sell siding installed. At left, V. W. Uher Jr. helps a customer of the Uher Lumber Company in Galveston, Tex., to select the weight and color of asbestos siding he wants — from the sample displays of advertised quality brands.

Below, the AQS Lumber Company in Indianola, Miss., is one of the 51% of the dealers which build new homes. At left, Ken Quick, one of the firm's partners (from whence comes the AQS), checks a house plan with a student draftswoman. At right, this dealer "signs" a job which they sold and supplied.



# “Unload Mechanically, Save \$50



**Any lumber dealer**, regardless of size, can mechanically unload unitized lumber cars at savings estimated at as much as \$50 a car.

So claims the National Retail Lumber Dealers Association. Since last August, N.R.L.D.A. has been cooperating with the National Lumber Manufacturers Association in a test program of unitized lumber shipments to various dealers throughout the country.

“In 1956 there were 757,656 cars of lumber shipped,” Robert B. Brown, N.R.L.D.A. materials handling director, recently explained. “Considering our conservative \$50 per car estimate, if all these cars had been shipped for mechanical unloading, a collective savings of over \$35-million would have resulted.”

According to Brown, the greatest

problem experienced by N.R.L.D.A. and N.L.M.A. has been to overcome the reluctance on the part of mills to make physical changes necessary for loading unitized lumber in boxcars. The mills feel that there is not enough demand or market for this type of loading among receivers, Brown said.

One program objective, he pointed out, is to show the existence of such demand. N.R.L.D.A. now has 543 cooperating retail dealers, 84

wholesale lumber dealers, and over 100 cooperating mills. The retailers order unitized cars from specified mills, mostly through wholesalers. Both dealers and shippers report to N.R.L.D.A. on car loading and unloading results.

N.R.L.D.A. Washington offices have received 192 dealer reports on the subject. Brown indicated that reports have been carefully tabulated by his committee, which is presently attempting to standardize lumber unit-sizes and loading and unloading methods.

In the participating dealers' reports, N.R.L.D.A. has noted development of several new methods.

Use of three-foot-wide units is said to have worked successfully for several dealers. They permit removal of long lengths from cars with eight-foot door openings.

Experiments with two-foot-wide units have been reported. These allow up to 20-foot long units to be unloaded from a boxcar with only a six-foot opening.

Several dealers have reported successful experience with split-cars of unitized lumber.

Use of graduated size rollers — 8", 6", and 4" — to roll stacks from car ends into doorways is said to have worked successfully. These put lumber on a slant and make it easier to push.

Use of kiln cars in place of roll-

Photos at top and at right were snapped at the Cicero Lumber Company in Lubbock, Tex. This boxcar, containing 35,000 board feet of lumber, was unloaded in 66 minutes by two men and one 6,000-lb. fork truck. This dealer's second unitized shipment of more than 30,000 feet was unloaded by the same two men and lift truck in only 40 minutes.



# Per Car," NRLDA Tells Dealers

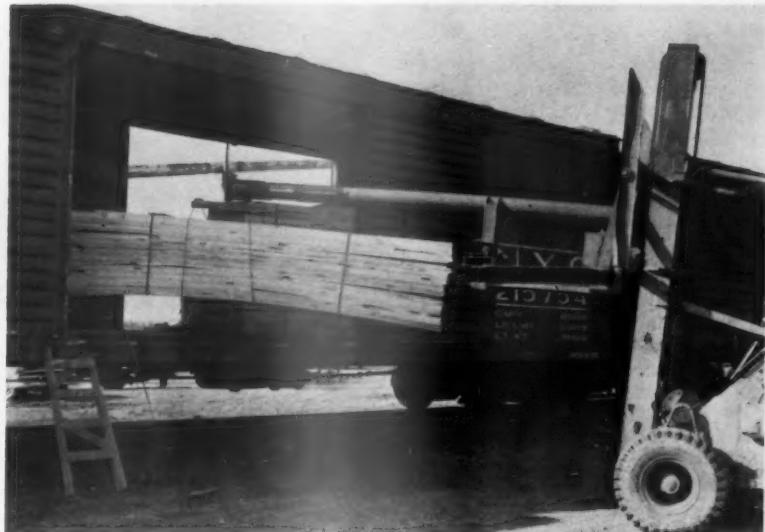
ers is also reportedly working for some dealers.

Development of a "boom" attachment for fork trucks now enables them to reach into car-ends and lift units out individually.

The unitized test program is meeting with problems, Brown admitted. Nevertheless, solutions have been worked out just about as fast as the problems occur. For instance, improper loading has caused numerous unloading problems. By means of the individual dealer reports, NRLDA has been able to advise mills on arrival condition of cars, whether good or bad, and thus help improve loading methods.

Railroads, likewise, have been known to "mess up" a good car because of excessive impacts. To counteract such occurrences, NRLDA is now cooperating with the Association of American Railroads in a vigorous campaign among operating personnel for easier car-handling.

Too few double-door boxcars are said to be now in use. NRLDA however, recently passed a resolution, recommending adoption of plug-door boxcars by all railroads. All Class I railroads have since been notified about the resolution, with positive action already taken by some to comply with the resolution.



Other allied trade associations have taken similar action, all of which has influenced the growing utilization of the double-door boxcars by major railroads.

NLMA is encouraging more mills to ship lumber in unitized fashion.

To cooperate with NRLDA's effort, various equipment manufacturers have come forth with printed media to further unitized

lumber shipments.

The Acme Steel Company of Chicago recently announced publication of a 28-page manual, "Handbook of Instructions for Packaging and Loading Lumber for Shipment in Box Cars." More than 50 illustrations show step-by-step procedures for making individual packages, their loading into boxcars, together with application of steel-strapping for either interlace or chain-tie securement. Likewise included is unloading advice for the receiver with or without dock or ramp access to boxcars, and with 6,000-lb. lift truck, a 15,000-lb. truck, or both. Copies are available on request from Acme Steel Company, Dept. SBS, 135th Street and Perry Avenue, Chicago 27, Ill.

(See UNITIZED LOADS page 48)



The job of loading or unloading lumber cars has been vastly simplified by this Fowler Loader, above and at left. Attached to a fork truck and guided by one man, it reaches right into the boxcar and spots a lumber package in a far corner. Use of the attachment eliminates all need for loading dock facilities, for it can work from any level to any other level.

# We Control Profits by Selling PACKAGED HOME IMPROVEMENTS

**Package service**, quality product displays, and proper estimating are the three keys that unlock a profitable volume of home improvement business, this 34-year-old retail building supply firm has proved.

During 1957, the second full year we have offered an all-out home improvement service by a completely planned and managed repair and remodeling depart-

**By DICK SNIDOW,\* Manager  
Repair and Remodeling Department  
Hodges Lumber Corporation, Roanoke, Va.**

ment, the Hodges Lumber Corporation serviced property modernization jobs that grossed \$87,-

600. This included \$32,000 of building supplies at full retail mark-ups. Such sales were slightly under the '56 mark because we purposely let out more jobs to our contractor customers.

Our company slogan now is "Service to You Is Important to Us!" It is being emphasized in Hodges advertising, word-of-mouth, and quality improvement jobs. We have found that, even in a one-column newspaper ad only four inches deep, we can get across to new prospects and customers our services — as well as in larger two-column ads like those reproduced on this page. On January 29 in the *Roanoke Times*, we ran such a small advertisement, boxed with a Scotch-plaid rule. It read:

"Planning to BUILD? REMODEL? REPAIR? Consult us for qualified building services: PLANS — Complete CONTRACTS — Competent WORKMEN — Displayed BUILDING MATERIALS in our New Showroom. Hodges Lumber

## How's Your Home?

HEADQUARTERS FOR \$125,000  
"HOW'S YOUR HOME?" CONTEST

As Advertised in January's issue  
of "BETTER HOMES & GARDEN"  
Entry Blanks Available Here

Don't let needed repairs decrease your  
home value. Many home remodeling  
projects can be done as conveniently  
low as \$10 a month.

1/14/58

- Need Added Space  
For The Teenagers?
- Need An Extra Den  
or Playroom?
- Need A Carport?
- How About Finishing  
That Attic?

It's Your Best Investment for Security

See Us . . .

for Free Estimates  
for Reliable Workmen  
for Sound Planning  
for A Complete Remodeling Package  
for A Complete Line of Building Materials

ANOTHER GOOD SIGN  
THAT WE ARE YOUR  
HEADQUARTERS FOR  
BETTER LIVING!

**HODGES LUMBER CORP.**  
328 Shenandoah Ave., N.W. Ph. 4-9201  
Come to See Us in Our New Offices  
and Display Rooms

**Look! HERE'S THE extra room YOU NEED!**

**FINISH YOUR ATTIC**

**Extra Added Space for as low as \$1400 Per Month**

**Our Experienced Planning and Construction Service Offers:**

1. The home of your choice at one contract price.
2. Any remodeling project, which we handle completely, large or small.

**NO MONEY DOWN**

No Payment Due Until 30 Days After Completion of Job

*Service To You Is Important To Us*

**Hodges Lumber Corp.**

Open Saturday 'Til Noon

328 Shenandoah Ave., N.W. Ph. 4-9201

Plenty of Free Parking

\*This article is based on the remarks Richard F. Snidow made in the panel session on "Foundations for Profits" at the 1958 convention of the Virginia Building Material Association at Hot Springs. Snidow is a liberal arts graduate of Concord College and holds an industrial education degree from the West Virginia Institute of Technology. He taught industrial arts in Ohio public schools for eight years and then at Kent State College, where he did graduate work in industrial education. After the war, Snidow joined his uncle for two years in a home-improvement contracting business in Roanoke. They operated as Snidow & Moore, "House Doctor." He joined Hodges in 1955 to head up remodeling and repair services.



Corp. 'Service to You Is Important to Us!' Plenty of Free Parking. 536 Shenandoah Ave., N. W. DI 4-9201."

Soon after the war, Hodges found the need to have a file to keep the names of men to handle small repair, remodeling, and expansion jobs. As time went by, it became evident that the firm needed greater coordination among the different trades to serve homeowners and other property managers better. This then was the reason — other than to make sure we sold our materials at a fair profit — that Hodges established a department to bring the different building trades together and coordinate all their facilities with modern materials and financing service.

This was not a simple task, for we first had to set up within our own organization the mechanics

of operating smoothly and efficiently — with the least amount of delay to our customers. After (See R/R SALES PLAN page 95)



One of the most striking OHI projects in 1956 was that of the "half and half" home, shown above. The Roanoke Junior Chamber of Commerce engaged the Hodges Lumber Corp. to renovate one-half of the outside and one-half of each room in the house. Hodges enhanced the house below by extending the concrete porch beyond the windows — and installing ornamental columns and rails.



To accelerate sales, Hodges combined the latest and best building products and displays in their new Roanoke store. Plywood and perforated hardboard were teamed by the millwork shop to yield functional island displays. Plywood and lumber paneling samples adorn the sales counter and office ceilings. Window and door units flank the walk to the upstairs offices and assembly room. Hodges provides it for civic groups.

# Why Our Lumber Yard Now Operates 'CASH and CARRY'

By TIM B. POLLARD

(This article is based on a speech made by Pollard at the Carolina Lumber and Building Supply Assn. convention in Charlotte on March 5. He is manager of W. K. Early & Son, Inc., in Galax, Va.)

In this southwest Virginia town of less than 5,500 population, our retail lumber yard on February 1 switched to a cash-and-carry operation. As of April 15 we are enthusiastically confident that this was an economically sound step for our 56-year-old retail building supply firm.

A few years ago, Lowe's opened a branch in Sparta, N. C., which is about 18 miles from Galax, Va., and they proceeded to drain off our building-material customers, using the low price and no open credit terms or delivery and planning services. We and other dealers there at home sought to hold customers by giving them the services and credit terms which we thought they needed.

However, it became apparent to me, about a year ago, that we could not continue to give these services and still make a profit, which was the primary reason we (See DRASIC SWITCH page 60)

This 56-year-old building supply retailer in Galax, Va., ran the full-page ad, shown above, in the Galax Gazette on January 27. It followed by a week another full-page ad headed "Cash and Carry Prices Mean Greater Savings to You at W. K. Early & Son." That ad had the friendly Scot as an illustration that is seen in the half-page ad reproduced at left. Early & Son are running ads similar to this one weekly in the local newspaper. Each carries the slogan: "The Best for Less — No Off-Brands Here — No Sales Tax Either."

**NEW**

# TRIPLE GLIDING WINDOW UNITS



**so Modern! so Beautiful!**

**ADD THIS SALES BOOSTER TO YOUR WINDOW LINE**

Here is a window unit that meets modern needs for architectural harmony and maximum utility. Frame and sash are selected Ponderosa Pine, treated with water repellent and rot-proofing preservative. Triple Gliding removable windows are suitable for any room in the house. They are completely weatherstripped and factory assembled with Wintite sash locks and full size aluminum frame screens installed.



MANUFACTURED BY

**Distributors**

MANUFACTURERS OF MILLWORK • DISTRIBUTORS OF BUILDERS SUPPLIES

Rocky Mount, Virginia

# Controlling Profit on Contractor Sales

**The way to get** profitable business from homebuilders and contractors is not to merely give them quotations on the materials they need, but to join up with them — and even take the lead in lining up new house jobs.

This has been proven by Ray N. Horn at Natural Bridge Station in Virginia, so well that he was

invited to explain his program to members of the Virginia Building Material Association at the Hot Springs convention in February.

Formerly connected with a Bluefield building supply firm, Horn and his wife decided they wanted to live in Rockbridge county, Virginia. They soon learned that the Burks Company was for sale, and

so Horn's company arranged to buy it in 1953.

Analysis convinced him that what a dealer needed to prosper in this market was a realistic program of new home promotion, planning service, financing sources, reliable builders, and quality materials priced and delivered right.

(See BUILDER SALES page 74)

## IF YOU

Are Planning To Build Or Remodel  
A House. We Invite You To Get In  
Touch With Us Before You Start...

- WE STOCK leading brand names in all lines of building materials.
- WE ARRANGE for expert installation of materials on all repair jobs or new houses.
- WE ASSIST with plans and furnish FREE estimates.
- WE HELP in securing of FHA, GI, and conventional financing.

The W. V. Campbell House in Natural Bridge, one of the many fine homes we have built in this area.

### THESE ARE SOME OF THE MANY TOP BRAND NAME PRODUCTS WE STOCK:

ATLAS Fiberglass  
CRANE or AMERICAN  
STANDARD Heating  
UNIVERSAL-RUNDAL  
Plumbing Fixtures  
BIRD Roofing & Siding Shingles

HARRIS Hardwood Floors  
U.S.G. Plaster, Sheetrock, and  
Insulating Rock Wool  
CELOTEX Exterior and  
Interior Board  
AIR SEAL Window Units

We Carry Everything Needed In Building A House

"WE PAVE TO THE QUALITY NATURALLY"

## CITIZENS COAL & SUPPLY CO.

NATURAL BRIDGE STATION

PHONE SD 2520

**Ray Horn**, president of the Natural Bridge Lumber Company in Virginia, publishes half-page ads like that at left in the Rockbridge County News to sell families in his market on the quality materials and helpful services his firm supplies. He also mails and hands out colorful magazines provided by such material manufacturers as Sherwin-Williams, Bird & Son, and United States Gypsum.

In photo below, Dealer Horn, in center, checks the status of a house job for Contractor S. A. Lawson, as Mrs. Horn watches. In lower photo, Horn and Lawson discuss specifications for a new house. Lawson built nine houses last year — and has three underway now.

In 1957, the Natural Bridge Lumber Company supplied materials for 37 houses. The firm now is servicing 10 houses under construction. Horn locates and lines up most of the homebuyers for whose houses he supplies materials.





## "We doubled our glue profits in four months with the Weldwood Counter Model Adhesive Center."

Clinton Whittles, The Paint Bucket, 228 Putnam Pike, Johnston, R. I.

New compact self-merchandiser stocks the 4 glues that cover 95% of your market—steps up your turnover, cuts inventory, saves valuable shelf space. Mail the coupon right now. Your

Weldwood Counter Model Adhesive Center is *free* with your initial order. Floor model also available for larger stores.



# Weldwood® Adhesives

Presto-Set Glue • Plastic Resin Glue

Contact Cement • Waterproof Resorcinol Glue

United States Plywood Corporation  
Dept. SBS 5-58, 55 West 44th Street  
New York 36, N. Y.

Please rush me my Weldwood Adhesive Center (counter model) complete with Weldwood Adhesives assortment in all the best-selling sizes at the special price of only \$39.88. (Retail value — \$64.94.)

Store Name.....

My Name.....

Address..... City..... State.....

Jobber's Name.....

City..... Zone..... State.....



**Fullerton builds full-line sales with Insulite**

## "We definitely get more dollars-per-job with the big Insulite line," says Al Sickman

**W**hat's the easiest way to increase your average sale per house, to builders? E. G. (Al) Sickman, manager of the Fullerton Lumber Co. at Rochester, Minn. says there's nothing better than a related line of top-quality products under one brand name. "The outstanding example," says Sickman, "is Insulite."

At this busy, fast-growing yard—one of 97 Fullerton outlets in 9 midwestern states—average dollar volume on new home material bills has increased steadily in recent years. "Usually," says Al Sickman, "a builder starts buying one Insulite item . . . maybe Bildrite Sheathing, or

Insulite Wool. Then, it's easy to get him interested in Insulite Ceiling Tile; and Insulite Roof Deck.

"Today," Sickman continues, "the hottest item of all is Insulite Primed Siding. We moved 40,000 feet in the first 7 months it was on the market . . . and believe me, a lot of framing lumber, cement and other materials are going out along with our Insulite deliveries."

Do you want to give Insulite full-line selling a real try? To start, just make sure you have ample stocks of the fast-selling items shown at left. For any special information, write us—Insulite, Minneapolis 2, Minnesota.

INSULITE AND BILDRITE ARE REG. T.M.'S, U.S. PAT. OFF. "FIBERGLAS" IS A T.M. OF OWENS-CORNING FIBERGLAS CORP.



**Al Sickman knows builders...**and knows they like the fast application features of Insulite materials. In 2 years at this yard, his staff has grown from 8 to 25 employees.

**Designed for full-line selling**, the office, salesroom and yard stocks of Fullerton's Rochester yard make one-stop buying easy and pleasant. Insulite Ceiling Tile and Wool display, for example, is center of section with wall paneling, paint, hardware, other related items.

# INSULITE

*sells easy...sells fast...stays sold*

*Insulite Division, Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota*



**An all-star cast of business builders** is seen at left, as 8 of Fullerton's Rochester yard employees show 6 main Insulite items in stock. From front to back, you see Insulite

Ceiling Tile . . . Roof Deck . . . Bildrite Sheathing . . . Insulite Fiberglas Wool . . . vertical grooved Primed Siding . . . and horizontal Primed Siding, 8', 12' and 16' lengths.

## Unitized Loading

(Continued from page 39)

An illustrated unloading chart, useful in most lumber yards, was recently published by the Signode Steel Strapping Company, Dept. SBS, 2600 North Western Avenue, Chicago 47, Ill. Using recommended methods, no special equipment is needed to get 20' long packages through 12' wide doors. While such a situation occurs infrequently, the suggested method proves useful for one-side unloading and for working in tight quarters.

In true bandwagon fashion, equipment manufacturers are also unveiling new machines for simplifying boxcar loading and unloading processes.

The Fowler Loader, for example — handled by Signode — is a boom-type attachment for lift trucks, adjustable in length from 14 feet to 17 feet. It extends horizontally in front of the fork and swivels so that it can swing three to four feet either side of center. At one end of the boom is a 360° swivel-plate for the attachment of two  $\frac{1}{2}$ " diameter steel cables upon which the load may be slung. Provision has been made for quick attachment and adjustment of slings.

The loader reportedly may be attached to a lift truck in less than five minutes. The truck is simply driven up to the loader, which is "parked" with the boom horizontal (supported near the outer end on a sawhorse or stand), and its forks slipped into the channels provided in the loader base.

Greatest use for the loader, according to the manufacturer, will be in loading and unloading boxcars. The truck with loader will drive up to (but not into) the car; the boom will spot a lumber package at any point inside the usual staggered-door boxcar, while the truck remains on the ground outside the car. Use of ramps or other special loading facilities may thus be eliminated.

For lumber dealers who may be eager to see a unitized lumber shipment program in more wide-scale operation, Brown volunteered these suggestions:

1. Talk up the program to fellow dealers and ask them to cooperate. When shipment of unitized lumber becomes the standard method, retail dealers, collectively,



The first boxcar of unitized lumber to be loaded by the Russellville Lumber Company in South Carolina is shown at the mill siding on the front cover of this *S-B-S*. Including 20'-long units, the crew loaded it in two hours with the 15,000-lb. fork truck. They agreed they could load the next car in no more than one hour.

This car is seen above being unloaded at a Florida retail lumber yard. With 15,000-lb. and 4,000-lb. fork trucks, the drivers and one helper unloaded the car in 1½ hours. They said they could unload subsequent unitized cars in less than an hour.

Enroute one of the lumber units became disarranged. The picture below shows how easily it was unloaded by the fork-lift. This pilot operation of unitized lumber shipping was arranged through the cooperation of representatives of the Atlantic Coast Railroad, Acme Steel Company, and National Retail Lumber Dealers Association.



will substantially reduce handling costs.

2. If at all possible, order unitized cars. And when difficulty is encountered, advise NRLDA offices.

3. Follow procedures set up for the test program, furnishing NRLDA with reports on all cars unloaded. Only through such reports can new ideas on the subject be developed and present methods be perfected.

## Taxable Expense Form

To facilitate keeping of accurate "reimbursed expenses," now required by the Department of Internal Revenue on each employee's income tax return, the Standard Register Co. has produced a standardized form for use by both company accounting departments and workers. The two- or three-part sets handle a daily accounting of all expenses for a week.

# MONARCH METALANE

WEATHERSTRIP



# ANODIZED ALUMINUM

WITH AN EXCLUSIVE EXTRA



### MetaLane Weatherstrip guarantees unmatched resistance to corrosion, pitting, stain, wear, friction, and binding

MetaLane® is more than anodized aluminum. Monarch supplements the anodizing process with several other exclusive finishing steps to insure MetaLane's glass-hard surface will never lose its distinctive lustrous silvery finish nor its permanent sealed-in lubricant.

The result is a weatherstrip material that has no equal for efficiency, durability and beauty. MetaLane's superior weather-tight protection lasts as long as the doors and

windows on which it is installed. It gives maximum resistance to corrosion — will never stain painted millwork or masonry — shows no wear after years of use. And its virtually friction-free surface will always let windows operate freely.

Be sure MetaLane is on the window and door units you sell. The cost is the same but the values cannot be compared with ordinary weatherstrip.

MONARCH METAL WEATHERSTRIP CORP. • 6343 ETZEL AVE. • ST. LOUIS 14, MISSOURI



**It's easier to sell  
JOHNS-MANVILLE COLORBESTOS SIDEWALL**



## NEW Johns-Manville NCP COLORBESTOS<sup>®</sup> SIDEWALL

**offers lasting beauty and protection for your customers  
... increased sales and profits for you**

**New Colorbestos Process (NCP)**—an exclusive Johns-Manville research development builds color beauty and *improved* product durability into the sidewall. Colors are locked into the asbestos-cement surface. NCP colors last a lifetime, do not fade or wash out.

J-M's new Colorbestos Sidewall also adds style and protection to new homes as well as older houses. Homeowners appreciate the long life and low maintenance cost of Colorbestos Sidewall. It saves the expense of painting every few years. It is fireproof and weatherproof, won't rot or decay.

Colorbestos Sidewall used for new home construction or remodeling older houses

means more business and profit for you. Take advantage of the increased home building activity to boost your Colorbestos Sidewall sales.

Johns-Manville is telling the Colorbestos Sidewall story to your customers and prospects in leading national magazines such as *Life*, *This Week*, *Saturday Evening Post*, and *Better Homes and Gardens*. Home buyers and home remodeling prospects know Johns-Manville has a full line of top quality building material products. Capitalize on the recognized value of the Johns-Manville name.

For complete details, see your Johns-Manville representative or write to: Johns-Manville, Box 111, N. Y. 16, N. Y.

**Colorbestos Sidewall** applied over J-M insulating Shingle Backer provides a deep horizontal shadow line that gives added distinction and character to the entire sidewall. Shingle Backer also provides additional insulation and muffles outside noises.



# JOHNS-MANVILLE

## WHAT'S NEW in Building Trends

THESE OTHER JOHNS-MANVILLE  
BUILDING MATERIALS INCREASE  
SALES AND PROFITS FOR YOU



**Seal-O-Matic® Shingles**, the only self-sealing shingle proved on over 300,000 homes. Resists wind, rain, hurricane. Saves costly roof repairs. Attractive colors and blends.

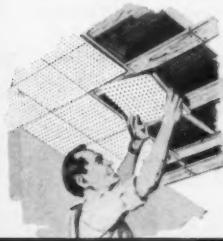
**Pre-Primed Flexboard®** comes to job site ready to take any paint. Large-size building sheets ideal for board and batten construction. Fireproof and rotproof.



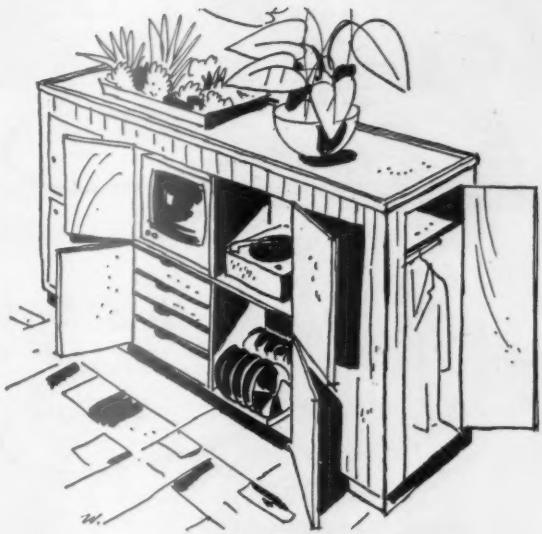
**Terraflex® Vinyl Asbestos Floor Tile** keeps its "first day" beauty. Easily kept spick and span, it has great appeal to homeowners.



**Spintex® Insulation** saves the homeowner up to 30 cents on every heating dollar. Keeps rooms up to 15 degrees cooler in summer—a "must" to make air conditioning practical.



**Fibretex Acoustical Panels** absorb up to 75% of room noise that strikes them. Pre-decorated with handsome white finish for new homes or right over old ceilings.



### Divider Wall Holds Music Equipment

Occasionally a low divider section like this one is needed to separate living and dining areas. Designed by the West Coast Lumbermen's Assn., the divider shown here not only defines the two areas, but it also provides an ingenious music wall for radio, hi-fi, television, plus record storage.

Easily constructed of any softwood, such as hemlock, this type of divider adds elegance to the living area and sound depth to the enclosed hi-fi equipment. It can be finished to bring out the natural wood grain — or painted to complement the room's decor.



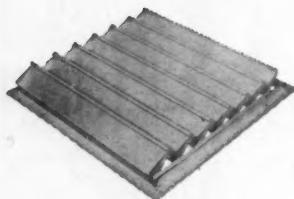
### Structural Concrete Placed by Air

Placement of structural concrete by air to high working areas has been vastly simplified by a concrete

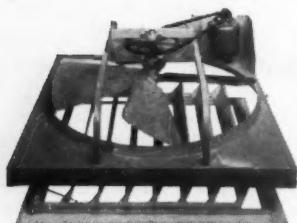
# CHECK THIS ATTIC FAN AND THESE WHOLESALE PRICES AGAINST ANY OTHER MAKE



Here's  
the fan



Here's the  
matching  
shutters



The installation  
goes together  
like this

placer. With assistance from a 105-CFM air compressor, it can place a 1-2-3½ mix with 1" rock, through 4" steel concrete placement tubing.

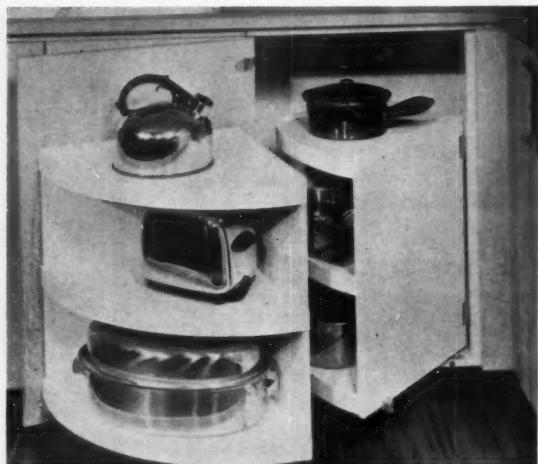
The particular job shown in the photo required a 25-foot vertical lift and a total pipe length of 150 feet. Additional vertical lift and greater length of placement tubing can be used simply by increasing the air supply.

This concrete placer is completely portable to and from the job site via spring-loaded undercarriage with pneumatic tires. This air-placement method eliminates need for concrete buggies and other distributing equipment.

The concrete is discharged from a standard discharge box or a special section designed to fit narrow forms. Discharge box is easily moved about on the job to distribute concrete where it is needed.

## Extra-Useful Kitchen Cabinets

Kitchen cabinets these days should do a lot more than look pretty and last long. They should facilitate housekeeping. And that's exactly what this ponderosa pine cabinet does!



*Yes, Check It! Best Quality, Best Looking,  
Lowest Price, Best Profit Margin For You!!!*

### FEATURES! FEATURES! FEATURES!

at wonderfully low cost to you . . .

- ★ ALL STEEL Construction.
- ★ Positively Fully Guaranteed, Fan for 5 Years. Motor for 2 years.
- ★ Rubber cushioned to eliminate noise and vibration.
- ★ Exclusive "Miracle Blades" to deliver a lot more air.
- ★ Heavy-duty bearings.
- ★ Beautiful light green baked enamel finish.

### And Here are Your Knock-Out Low Wholesale Costs

#### MAGIC-AIRE HORIZONTAL FANS

Model No.	Fan Frame Size	Blade Size	H.P.	Wt. Ea.	C.F.M. Rating Free Air	R.P.M.	Price
FH30	36" x 36"	30"	1/3	75 Lbs.	8000	600	\$56.65
FH37	42" x 42"	37"	1/3	82 Lbs.	11000	450	\$57.75
FH43	48" x 48"	43"	1/3	91 Lbs.	14000	360	\$61.22
FH43½	48" x 48"	43"	1/2	91 Lbs.	16000	390	\$69.30

#### TFC "SILENT SEAL" DELUXE MATCHING SHUTTERS

Model No.	For Fan Model	Rough Opening	Overall Dimensions	Shipping Weight	Price
SSS30H	FH30	32" x 32"	34" x 34"	23 Lbs.	\$11.00
SSS37H	FH37	38" x 38"	40" x 40"	30 Lbs.	\$13.20
SSS43H	FH43	44" x 44"	45" x 45"	39 Lbs.	\$16.50
SSS43½H	FH43½	44" x 44"	45" x 45"	39 Lbs.	\$16.50

FEDERAL EXCISE TAX must be added to any fans with blades 37" OR SMALLER. Therefore, add 5% Federal Excise Tax to the unit cost of any fans with blades 37" or smaller.

Terms—1%, 10 days, net 10th of month following date of invoice to established accounts. Others, cash with order (allow 2% cash discount when sending cash with order) or you may specify C.O.D. Prices F.O.B. Memphis, Tenn.

Order Today! Direct from Manufacturer

**TFC TENNESSEE FABRICATING CO.**

the newest and best in building specialty products

1243 Grimes St. • Memphis 6, Tenn. • Phone WH 8-3355

Gone are both waste corner space and kitchen frustration in this unit, where the hinged compartment on the right swings all the way out, making access to shelves easy. It then swings back into the corner to permit the opposite door and compartment to close.

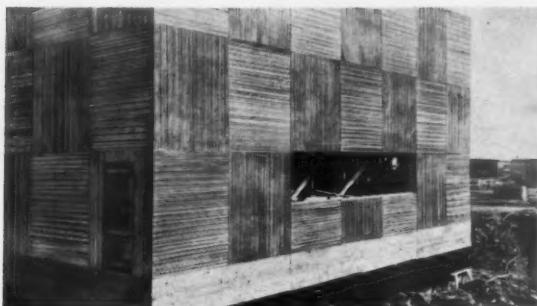
Available also is a novel vegetable-fruit cabinet. In it, individual bins for such things as potatoes, onions, and apples, glide noiselessly out to permit instant access and eliminate old-fashioned groping. Bin arrangement, furthermore, lets air circulate around food to retard decay.

## Concrete Forms Cut Finishing Costs

Minimum finishing and upkeep are said to characterize five concrete forms — two textured, and two smooth-faced — recently introduced by the United States Plywood Corp. Each of the four differently faced panels serves a different function in concrete

finishing, and each contributes a savings in time and material.

The picture illustrates the use of a groove-patterned exterior with minimum finishing. Deep, irregularly spaced, full-length grooves produce one-way



grooves or vari-directional patterns on the concrete. These eliminate the need for expensive sack and rub treatment. It is only necessary to patch tie rod holes and occasional honeycomb spots. This textured form gives up to 13 re-uses. It reportedly saves 10c per square foot in finishing costs.

The other textured surface has a contoured face which accentuates the natural swirls and contours of the face fir veneer. It gives eight to 10 re-uses.

One of the smooth-face concrete forms has recorded up to 200 re-uses. It is surfaced with a phenolic resin sheet which provides a smooth, abrasion-resistant surface.

Another smooth form is a sheathing panel which has been smoothed with a plastic filler. It records 12 re-uses.

## Hoo-Hoo ACTIVITIES

**FLORIDA** . . . Over 50 Cats, mostly members of the Jacksonville Hoo-Hoo Club, bussed it to Palatka, Fla., to honor the state's senior member of the Hoo-Hoo fraternity at the Town House Restaurant. The honored Cat: Charlie Hyde, 27130, a Hoo-Hoo for over 46 years. A native of Newnan, Ga., he is one of five brothers who became lumbermen and who supplied much timber for the Panama Canal's construction. . . . At the all-state Florida convention concatenation in Clearwater on April 17, 18 Kittens were initiated in the august presence of four past snarks of the universe of the International Concatenated Order of Hoo-Hoo. These rameseses included Ben Springer, Art Hood, John Egan, and John Dolcater. The St. Petersburg and Tampa clubs supplied the snappy degree team.

**DISTRICT OF COLUMBIA** . . . Eight toastsmasters demonstrated the art of public speaking at the April 16 meeting of Washington Hoo-Hoo Club No. 99. Neill Dumont and Bill Mizell handled the arrangements with Toastmasters International. The Cats and their ladies will have a big dinner-dance at the Shoreham Hotel on May 9.

**GEORGIA** . . . Non-member retailers and wholesalers in the capital area were visitors at the April 21 meeting of Atlanta Hoo-Hoo Club No. 1 at the Elks Club. Ed Taylor and Donald L. Moore presented a tape recording of the Carolina convention panel session on "Cash & Carry and Conventional Retailing." A lively discussion ensued, with the editor of SOUTHERN BUILDING SUPPLIES as moderator.

**NOW...a steel attic stair**  
featuring sure-nuff quality with an outstanding

**LOW PRICE!**

**STEEL STAIR**



**TFC**

**"CHAMPION"**  
**FOLDING ATTIC STAIR**

Here's the way to get the jump on any attic stair competition—bar none!

Beat 'em on quality, product, price and sell-a-bility! This is the hottest-moving attic stair being sold in the U.S. today. They come beautifully boxed, stack well, and are unusually easy to install in minutes.

Most important, the profit angle: You make more profit on the Champion Stair than on any other make!

Interesting? 'Course it is! Mail Coupon Below.

**easy  
15-min.  
installation**

**Mail Today**



**Tennessee Fabricating Co. 1243 Grimes, Memphis 6, Tenn.**

Send complete information and wholesale prices on Champion Model Attic Stairs.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

# DEALER NEWS

## WEST VIRGINIA

COAL GROVE: The Riverside Lumber Co., Inc., has filed a petition of bankruptcy.

BLUEFIELD: A group of businessmen here have purchased the Georgia Lumber Co., and plan a renovation and extension program for the plant. The yard will be completely remodeled, extended

physically, and stocked with new lines of building materials. Joe H. Davis will be general manager.

## TENNESSEE

NEW JOHNSONVILLE: The New Johnsonville Lumber Co., Inc., headed by President A. W. Lucas, has opened here. Layton Ridings is vice-president and Scott Porch is secre-

Another good reason why it pays to be a **Dickey Dealer**

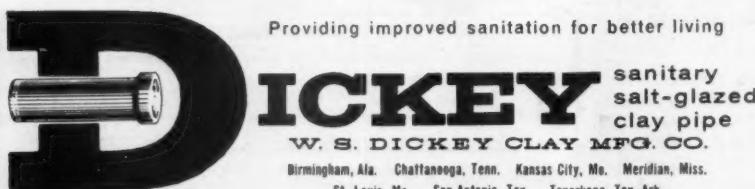


## You only have to sell them once on the new Dickey Coupling

Show this new Dickey Coupling on Dickey Perma-Line\* Clay Pipe to all your customers—tell them to use it once and they'll discover cost savings they never thought possible. Even unskilled labor can make fast, completely watertight joints with the new Dickey Coupling. It's fused to the pipe at the factory—comes ready to use. Just a firm push joins the two pipe sections. Eliminating former time-consuming jointing methods makes sewer-in-place costs hit rock bottom. An unbeatable combination when you sell this coupling that has no equal on a pipe that has no age.

\*Registered trade mark

Providing improved sanitation for better living



8122 If it's made of clay it's good...if it's made by Dickey it's better

tary-treasurer. The company plans to erect about 150 houses in the \$8,500 to \$25,000 price range on FHA-approved lots here.

PARIS: Southern Millwork of Milan, Inc., has opened its first branch lumber store here. The store will operate on a cash and carry basis. W. F. Monsarrat is president of the corporation. Sam Hughes is vice-president. Mrs. Charlie Rauchle is secretary-treasurer.

## MISSOURI

KANSAS CITY: Harold Burry has been appointed assistant sales manager for Dierks & Sons. He had served with a wholesale building material company here 18 months.

GRANT CITY: The Country Boys Lumber Co. of Gentry has opened for business here.

## VIRGINIA

RICHMOND: Craige Ruffin, of Ruffin and Payne Lumber Co., has been appointed to represent the National Retail Lumber Dealers Assn. on the subcommittee on lumber storage of the National Fire Protection Assn.

## MISSISSIPPI

COLUMBUS: W. V. West is now a partner in the homebuilding and retail lumber business of West & Sons. H. H. West, W. V. West, and Kenneth West are the partners in the company.

TUPELO: The Gravlee Lumber Co. celebrated its 35th anniversary, March 17-22. The celebration included an open house with bargain prices and door prizes. Guy Gravlee Jr. is president of the firm. Buddy Hawkins is vice-president.

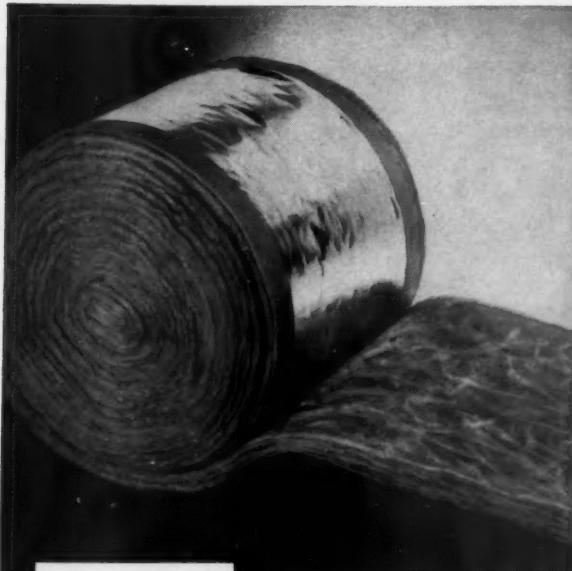
## FLORIDA

TAMPA: The Lindsley Lumber Co. has remodeled its Gandy Boulevard yard here. Walls of four buildings were ripped out to create one large display area. The plant will now operate as a self-service supermarket, with prices of all articles shown.

## KENTUCKY

LOUISA: W. E. Queen, owner of the Queen Lumber Co., has sold the plant and all equipment to Dewey Pack and Vessie Workman. Called Louisa Lumber and Supply Co., the firm will carry a complete line of lumber, building supplies, feed, and fertilizer.

# Team Both for Profit Bonus!



## ZONOLITE® GLASS FIBER BLANKET INSULATION

Serves customers who want to tack or  
staple between wall studs and slopes



## ZONOLITE® VERMICULITE INSULATING FILL

Serves customers who want to pour  
insulating fill between attic joists

## USE THE ZONOLITE "TWIN-ACT" DISPLAY PLAN Sell lots more insulation...with less display space!

Half your twin-brother profit team is Zonolite vermiculite attic fill—long the standard big money-maker among loose fills. Popular because one man insulates average attic in half a day. Lightweight, clean, fireproof, fills snug, won't go flat or lose its insulating efficiency, lasts the life of the building. Backed by the power of strong, continuous national advertising—and all the sales helps you need. Now teamed-up with NEW super-soft Zonolite glass fiber blanket, so you can sell "whole-house" insulation at extra profits.

And now the new twin-brother—Zonolite Glass Fiber Home Insulation Blanket for walls, slopes. *SUPER-fluffy*, takes *FAR LESS* space than *ANY* other...1600 sq. ft. fit into user's car—mighty little space on your floor or truck. Springs to full thickness when bag is opened. Users "go for" the way it fills out between studs, plugging every cranny, and stays put while being stapled-in—a one-man job. Put on the twin-act, stock both insulations. One sells the other, you profit both ways, plus extra profit for consolidating your orders.

### Buy Both from Zonolite, Get Bigger Discounts

When you buy these two superior insulations from one source—Zonolite—you earn bigger discount, and that's extra profit!

**FREE** Banners, Counter Displays,  
"How-to-do-it" Literature  
Plus All the Sales Helps You Want

### GET ZONOLITE'S TWIN-ACT PROFIT PLAN NOW

-----MAIL COUPON TODAY-----

**ZONOLITE COMPANY,**  
135 S. La Salle St., Chicago 3, Ill.

Dept. SBS-58

The "Twin-Act" Profit Plan looks good to me. Send me the whole story, plus FREE sales aid details.

Name.....

Store Name.....

Address.....

City..... Zone..... State.....

## SOUTH CAROLINA

MULLINS: A. H. Turbeville, building supply dealer, again was elected mayor here.

## KANSAS

CHENEY: Manager Milo Jeffries announces plans for an extension to the Comley Lumber Co. warehouse. The new building will be 28 x 36 feet. It will be made dock height to facilitate loading and unloading lumber from trucks.

DODGE CITY: Jack Tacha of Liberal has assumed duties as man-

ager of the T. M. Deal Lumber Co. here. He has been employed by a Liberal lumber yard for seven years.

## LOUISIANA

INCORPORATED: Scenic Highway Lumber Co., Baton Rouge; Wisner Builders Supply, Inc., Wisner; Ludeau's Lumber Yard, Ville Platte.

## OKLAHOMA

ARDMORE: After 50 years the Frensky Bros. Lumber Co. has gone

# REDESIGNED!

**HI-LO**, the top economy door, now has new hi-styled hardware, and new locking mechanism.

### more sales—more profits!

with the fastest selling "floating" glass door on the market today.

- Less time to install.
- No call-backs.

For full details on beautiful new Hi-Lo, write for our new brochure.



Beautiful full grip handle of sparkling lucite, with new "V" shape throwbolt lever, has damage-proof locking mechanism.

A Nudor franchise will mean more money to you. Write today for our special bonus sales plan.

Member SLIDING GLASS DOOR AND WINDOW INSTITUTE.

**NUDOR**

MANUFACTURERS OF HI-LO, NUDOR, d'COR ALUMINUM SLIDING GLASS DOORS AND NUDOR HORIZONTAL ROLLING GLASS WINDOWS.  
7326 Fulton Avenue, North Hollywood, California

Nudor Atlanta Warehouse:  
Construction Specialty Co.  
593 Virginia Ave. N. E.  
Atlanta, Georgia

out of business. The firm was established in 1908 by the late Cortez and Tom Frensky.

INCORPORATED: Central Lumber Co., Tulsa; Thomason Lumber Co., Broken Bow.

## ALABAMA

SCOTTSBORO: Cecil Word, owner and operator of the W. J. Word Lumber Co., is president of the Jackson County United Givers Fund drive.

## TEXAS

LUBBOCK: The Cicero Smith Lumber Co.'s new Home Center has opened here. The modern operation includes 12 departments which service all details of homebuilding from construction to home decoration. J. Lee Johnson III is president of the firm. Si Brown is local manager.

AMARILLO: The John Farrell Lumber Co. yard was destroyed almost completely by fire. Loss has been estimated at a quarter-million dollars.

DALLAS: Andy McDonald recently opened Andy's Mill & Cabinet Co. at 1800 Rock Island. The company will manufacture custom and standard millwork.

TYLER: A. E. McCain of Coats-McCain was elected third vice-president of the East Texas Fair Assn. McCain recently bought Coats' interest in the building supply company.

BRYAN: G. E. Jaehne is proud of the new offices and remodeled store front of the Woodson Lumber Co. Last year a car crashed into the office of the company.

CISCO: F. R. Jones, formerly of Big Spring, now manages the Rockwell Brothers yard here. He replaces Wayne Broyles, who moved to Breckenridge.

RANGER: Calvin Brown and his son, Earl, operate an unusual lumber yard. Their Ranger Lumber & Supply Co. has a hotel above it. Calvin Brown was formerly with the Cicero Smith Co. He started his own yard in Ranger in 1940.

CROCKETT: A. E. Dykes is now a business associate of W. R. Turner. Their lumber yard is named Turner-Dykes Lumber Co.

HAMILTON: Dan Wilkerson, Curtis Humphries, and Herman Tomlinson have purchased the O & C Clawson yard. The yard is named the H. T. W. Lumber Co.

HOUSTON: In appreciation of the outstanding service and dedication to the lumber industry of Herbert Adey, the May meeting of the Re-

*Serving*  
the southern dealer...

**Donley** OPENS NEW  
BIRMINGHAM WAREHOUSE FOR  
METAL BUILDING PRODUCTS

The Donley Brothers Company — manufacturers of quality building products for more than a half-century — announces the opening of a new Warehouse and Branch Office in Birmingham, Alabama, to provide its southern customers with better service. Located in the heart of the South, the warehouse will offer Donley Dealers and their customers faster deliveries and . . . most important . . . lower shipping costs.

metal  
products  
for  
building

Orders for Donley products will be promptly filled and shipped to Donley Dealers in the following states:

Alabama  
Arkansas  
Florida  
Georgia

Louisiana  
Mississippi  
Missouri  
North Carolina

South Carolina  
Tennessee  
Texas

**Donley**

THE DONLEY BROTHERS COMPANY

13905 Miles Ave.  
Cleveland 5, Ohio

Send for your  
Donley Catalog  
**NOW!**



THE DONLEY BROTHERS COMPANY  
13905 Miles Ave. • Cleveland 5, Ohio

Please send me your Donley Catalog of Metal Products for Building.

I am specifically interested in the following:

<input type="checkbox"/> Attic Ventilators	<input type="checkbox"/> Foundation Ventilators
<input type="checkbox"/> Basement Windows	<input type="checkbox"/> Incinerators
<input type="checkbox"/> Cast Iron Doors	<input type="checkbox"/> Manhole Rings & Covers
<input type="checkbox"/> Crawl Space Doors	<input type="checkbox"/> Sewer Pipe Strainers
<input type="checkbox"/> Fireplace Dampers	<input type="checkbox"/> Steel Fireplaces

Other \_\_\_\_\_

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

7844-DB

tail Lumber Dealers Assn. of Houston will be held in his honor. . . . The two Blalock-McCall yards here have consolidated at 1006 Evergreen Drive. President J. D. Mills, Vice-President V. B. Terrill, Vice-President V. H. McCall Jr., Secretary R. L. Mills, Assistant Secretary N. W. Worley, and Director T. P. Wier Sr. are planning extensive modernization for the company.

AUSTIN: W. G. Cunningham still represents the National Plan Service in Texas, servicing dealers throughout the state from his home in San

Marcos. Bill Cunningham also now works part time for the Lumbermen's Assn. of Texas. He promotes the services of LAT as he calls on dealers in connection with his NPS travels, according to Gene Ebersole, LAT executive vice-president.

BOERNE: Edgar Bergmann has purchased the Jack Amman Lumber Company here. Formerly he was with the Wilson Lumber Co. in San Antonio.

DALLAS: Samson Wiener, Wiener Lumber Co., has erected a new Butler building to protect lumber. Wi-

ner uses V-shaped bins to store some types of lumber. He reports that this method of storing decreases warping.

MART: The W. F. & J. F. Barnes Lumber Co., is undergoing a complete modernization here, including a new office and yard layout. A service station is being erected at the corner which the lumber yard previously occupied.

MT. PLEASANT: W. M. Driggers is building a new yard about four blocks from his present location.

LAREDO: Tom Herring is remodeling the Herring-Price Lumber Co. store, piece-pricing everything and increasing stocks.



**FOR DOUBLE HUNG SASH**  
Removable window operative hardware, combination balance and weatherstrip, "Invizible" balances, clockspring balances, locks, pulls, weatherstrip, sash anchors.

## Quality Leaders in Sash Hardware for over 60 years!

For more than half a century the Grand Rapids Hardware Company has set the standards by which all quality sash hardware is judged. A continuous research and development program has resulted in many new and basic advancements in operative hardware and weatherstripping for all types of residential windows. In the future, as in the past, you can look to Grand Rapids Hardware Company, the pioneer, for sash hardware at its very best . . . plus service second to none. Write for fully illustrated catalog today.

*America's only Complete Line of Residential Window Operative Hardware and Weatherstripping!*



**FOR CASEMENT SASH**  
Hinges, gears and pushbar operators, locks, weatherstrip.

**FOR HORIZONTAL SLIDING SASH:** Sliders for removable sash, weatherstrip, locks and pulls.

**FOR AWNING SASH**  
Hinges, gear and pushbar operators and locks.

**GRAND RAPIDS HARDWARE CO.**  
560—11th STREET GRAND RAPIDS 2, MICH.

## OBITUARIES

**YATES PHILLIPS.** Salesman for 15 years for the Scarborough Builders Supply Co., Lumberton, N. C.

**MAX A. CUYKENDALL,** 50. Manager of Rock Island Lumber Co., Wichita, Kan.

**HARRY COMLEY,** 73. Former owner and operator of the Comley-Neff Lumber Companies of Wichita, Kan.

**FRANK TOWNSEND SULLIVAN,** 65. President of Ortmeier Lumber Co. in Wichita, Kan., for 35 years.

**ALFRED CARTER FARRIS,** 75. President of Farris Hardwood Lumber Co. of Nashville, Tenn., and a director of the Central Oak Products Co.

**OSCAR HARRY WOODS,** 68. Lumber dealer for 37 years in Parsons, Kan.

**OSCAR WOODS,** 57. Retired owner and operator of the Woods Lumber Co. of Weiner, Ark.

**C. H. FISHER,** 64. Owner and operator of the C. H. Fisher House Wrecking and Lumber Co., Chattanooga, Tenn., for 37 years.

**KENNETH C. KERR,** 64. Masonite sales representative in the Atlanta, Ga., area for 28 years.

**CLYDE M. BAKER,** 52. Senior member of the Wateree Lumber Co., Bethune, S. C.

**L. A. CAULK,** 54. Partner in Caulk Hardware Co., Caulk Lumber Co., and Caulk Cabinet Shop, all of Campbellsville, Ky.

**M. BREVOORT THAWLEY,** 73. Owner of the A. B. Cochrane Lumber Co. in Crisfield, Md., for the past 45 years.

**GILBERT HILL,** 57. Lumber dealer of Louisville, Ky.



CRIB COURTESY OF LULLABYE

## A pocket full of profit... NEW! HAR-VEY Pocket Door Frame Pak Fits All Door Sizes

Just what the builder wants . . . Har-Vey's Handi-Frame is fashioned to satisfy the most discriminating buyer. Besides fast, easy one-man installation your customer is assured of perfect door control for a lifetime because famous Har-Vey Sliding Door Hardware is a part of every Har-Vey Handi-Frame. Remember Har-Vey lets people feel the difference in a quality home.

Har-Vey Handi-Frame cuts your inventory, handling and sales cost . . . it comes complete, including telescoping header and track assembly, door pulls and rigid split jambs and studs in one easy to handle Handi-Pak. One Handi-Frame fits all sizes of doors from 2 to 3 feet wide and 6 to 6 feet 8 inches high. Har-Vey helps you build better, more satisfied customers.

*your customers want fast ONE-MAN installations like this . . .*

CUT TELESCOPING  
HEADER TO SIZE

NAIL HEADER TO JAMB

CUT NAILING STRIPS

ERECT SPLIT JAMBS  
AND STUDS

ATTACH HARDWARE  
AND HANG DOOR



**write for Bulletin H-16**

**AMERICAN SCREEN PRODUCTS COMPANY**

General Offices: 61 E. NORTH AVENUE  
NORTH LAKE, ILLINOIS

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**HAR-VEY**

**HARDWARE**

World's largest  
manufacturer of  
window screens

**HOMESHIELD®**  
SCREENS

## Drastic Switch

(Continued from page 42)

were there. Therefore, I started to study the *cash-and-carry* type of retailing. I decided that if I were going to study *cash-and-carry* operations, it would be to my advantage to study a successful one. So I selected Lowe's operation — decided, very shortly, that if we made a decision to go into this kind of operation, Lowe's would be the one we'd pattern after.

I am on a rural mail route in Galax and, consequently, receive all of Lowe's direct-mail advertising in our area. I started keeping these circulars and studying these prices. I tried to arrive at just what the mark-up was on these items or merchandise, to see if we could sell it at such prices and still come out.

It is a common belief that in *cash-and-carry* operations, everything is brought in huge volume, which is advertised quite a bit, and then a low mark-up is put

on each individual item. But it doesn't work out this way. While in my opinion, Lowe's does have one of the most efficient buying set-ups in the business, there is no such thing as a standard mark-up. I was able to reasonably tie down just what they were paying for the various items in which we were interested. From this analysis, I discovered that their mark-ups ranged from 10 to about 80 per cent on cost.

After getting this information, I decided to try and see how much volume could be generated at *cash-and-carry* prices in our town. The first item that I chose to try was gypsum board. We used the same price for gypsum board as Lowe had, and we pretty well stuck to a *cash-and-carry* basis. In six weeks' time, our volume in gypsum board had jumped over 300 per cent — and we have always sold a lot of it.

This convinced me that price would draw them in so I decided that, maybe, people would pay a little bit more for better quality on this thing. So I made a trip to Sparta and carefully inspected Lowe's mahogany flush doors to see just what type of door they were selling. (I am not casting any reflection on their products because Lowe's is handling an excellent door.) I personally went out and bought one just a little bit higher in quality. I put it in our stock and I priced it not much, but slightly, above Lowe's price.

Between August 15 and December 1, 1957, a period in our section when building is about over — and an "off-year," we moved more of these flush doors than we had ever moved in a year's time! When I looked at this and other information I had gotten, we made our decision:

We decided that we would go to a *cash-and-carry* operation, if you want to call it that. It took about three months to change our yard over. During this time, we had to evaluate every item we sold, what we planned to have, what we could buy it for, the best way for us to buy it, and what we were going to sell it for. February 1 we started.

With just two months' experience, it is hard to evaluate the success of this operation. However, we do have something to go on that is encouraging. Although for the first three weeks of February this year the thermometer never got over 32 degrees in our town, our volume was off very

## "HUTTIG HAS IT" in 14 CITIES



### and AS NEAR AS YOUR PHONE

Your specifications are handled quickly from our convenient assembly plants - warehouses . . . millwork to order or from stock . . . complete stocks of quality building products! Our representatives are ready to help you with your customers' problems, if you wish! Why not call your Huttig man, now?

HELPING YOU  
BUILD THE  
SOUTH

### SASH & DOOR CO.

Since 1885 • St. Louis 10, Mo.

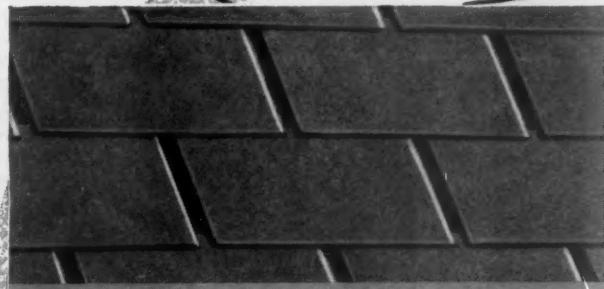
\* Birmingham Sash & Door Co.

\*\* Memphis Sash & Door Co. † American Sash & Door Co.

# NEW LOOK in roofs...

# FRY 3-D

## Shado-Bilt



New FRY 3-D has natural slate dark colored top strip, with tabs in your choice of 13 gorgeous colors. When brightly colored tabs overlay dark slate strip, the black showing through the tab cutouts makes the shingles look 3 times thicker. Roof has wonderful massive appearance!

### 290 LB. ASPHALT SHINGLE ROOFING WITH

## 20-YEAR BOND

The most dramatically beautiful asphalt shingle roofing you ever applied. Imagine how that helps your sales!

What's more, it's a top quality, full profit product. Backed by the nationally advertised Fry 20-year Bond, it's America's **lowest cost** asphalt shingle on a per year basis. That's why you so easily get your full price and profit.

For complete money-making facts, write our General Offices. Our local plant (your neighbor) will contact you promptly . . . with profit to you. Write TODAY!



## LLOYD A. FRY ROOFING COMPANY

World's largest manufacturer of asphalt roofing and allied products—  
19 roofing plants strategically located coast to coast

GENERAL OFFICES: 5818 Archer Road, Summit (Argo P.O.), Illinois

little but our profit was much better than usual. (Now I say this in view of the fact that no building supply dealer in our section probably ever made a profit in February.)

For the first two months of our *cash-and-carry* operation, despite the prolonged bad weather and depressed business conditions, W. K. Early & Son's profit-and-loss statement fared better than for that part of 1957.

During April we have been able almost to complete the cutting of

our overhead according to the plan worked out with our auditors. In my opinion this is the key to the whole business. For *cash-and-carry* is not really all cash and carry; it's mostly a matter of making your building supply yard more efficient.

When we finish, we will have cut our overhead 50 per cent below the comparable 1957 costs. We have done this by eliminating nine men from a 17-man payroll; by disposing of four of our seven delivery trucks, and by eliminat-

ing our estimating man and drafting service. Estimating and plan services are most expensive ones for which many dealers never get fully repaid — even with conventional material price mark-ups.

After eliminating all these frills and services, we are operating strictly on a price basis, if you want to put it that way. Our prospects look good and we've got a lot of business promised to us. That, of course, is never any good until it's in the cash register, but it makes us feel a little better.

We have had very little adverse comment from any of our home-building customers. In fact, recently I have noticed contractors and builders in our store whom we had not seen in over two years! Usually, the ones with any adverse comment were those it took about two years to collect a \$25 bill from.

This makes me recall a man who came into our place a short time ago, before we changed over. He argued with me that we should sell him cheaper on credit than we would for cash. I said, "How do you figure that?" And he said, "Well, if you lost our account, you wouldn't lose as much!"

So that is the type of business we've lost. We have gained quite a few new customers, including some builders and mechanics along with farmers, home-owners, and city renters.

With the return of good spring weather, the building season will give us the opportunity to measurably prove — on our profit-and-loss statement — the wisdom of our switch to a *cash-and-carry* type of building material business. Our trading area now more than ever seems to demand its streamlined economies.

### Curtis Enlarges Plant

Curtis Companies Incorporated, manufacturers of Curtis wood-work, are enlarging and doing much rearrangement of machinery and equipment in their big wood-working plant in Clinton, Iowa.

Work has been completed on a new 60 x 310 foot lumber storage building. Part of the present lumber shed was converted into a new and larger cutting department. The machining department is being enlarged to permit increased working area and some new equipment has been added to increase productive capacity and efficiency.

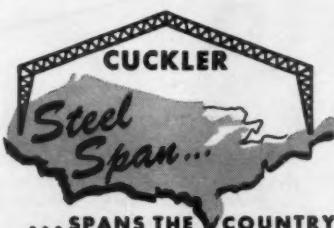
**Sell these buildings COMPLETE**

FACTORIES WAREHOUSES      SCHOOLS CHURCHES      STORES OFFICES      FARM BUILDINGS

**YOUR LUMBER** + **CUCKLER Steel Span FRAMES**

Sell the complete building . . . and make *all* the profit! Rigid Steel Span Frames . . . plus siding, roofing, hardware, doors and windows **ALL FROM YOUR STOCK!** Cuckler Steel Span Buildings are attractive, economical, provide 100% usable floor space, wall to wall, and roof to floor. Steel Span Frames are precision-fitted at the factory, easily bolted on the job. Thousands of Cuckler Steel Span Buildings are now in use — get your share of this booming building market! Ask about the Cuckler Profit-Building Plan today. Write Cuckler Manufacturing Company, Dept. SB-11, Monticello, Iowa. Sales Offices: Memphis, Tenn.

**SOLD EXCLUSIVELY  
THROUGH  
LUMBER AND BUILDING  
MATERIALS DEALERS**



# HELPFUL Booklets FREE

**201-E. CERAMIC TILE.** Misceramic Tile offers a color brochure on its full line of floor and wall tile designs and colors. This Mississippi producer also offers booklets on tile estimating and installation. The Misceramic Co., Dept. SBS, P. O. Box 3647, East Atlanta Station, Atlanta, Ga.

**202-E. HARDBOARD PANELS.** A 24-page catalog entitled "Guide for Builders" describes and illustrates exterior and interior uses of Masonite hardboard panels. Physical properties of the panels, proper methods of working with them, and recommended application procedures also are covered. Masonite Corp., Dept. SBS, Suite 2037, 111 W. Washington Street, Chicago 2, Ill.

**203-E. PRE-FINISHED PANELING.** Full-color catalog, samples, and price lists provide complete information on Amerwood pre-finished pine paneling. It comes in a choice of five colors. Southwood Corp., Dept. SBS, P. O. Box 7385, Fort Worth, Tex.

**201-D. MOISTURE BARRIER.** Booklet tells how Olin polyethylene film makes a permanent moisture, vapor, and draft barrier — unaffected by most acids, alkalis, bacteria, cold, and temperature changes. Film Division, Olin Mathieson Chemical Corp., Dept. SBS, 655 Madison Avenue, New York 21, N. Y.

**202-D. VITRIFIED CLAY PRODUCTS.** Brochure describes Dickey's new PVC coupling. Booklets also available on Dickey Perma-Line pipe and fittings, drain tile, wall coping, flue lining. W. S. Dickey Clay Manufacturing Co., Dept. SBS, P. O. Box 2028, Kansas City 42, Mo.

**203-D. WOOD WINDOW UNITS.** Three folders describe, list full specifications, and generously illustrate Dierks Snap-Tite removable window units, stack awning, and Light-Lift, double-hung window units. Dierks Forests, Inc., Dept. SBS, 810 Whittington Avenue, Hot Springs, Ark.

**204-D. NEWSPAPER ADVERTISING.** A 16-page brochure, "How to Prepare Newspaper Advertising That Sells," explains the fundamentals of newspaper advertising, and shows how to use the product mats of national manufacturers. It gives suggested copy themes and tie-in display suggestions. Zonolite Co., Dept. SBS, 135 South LaSalle Street, Chicago 3, Ill.

**205-D. ALUMINUM WINDOWS.** AIA file No. 16-L shows installation details and gives specifications for the complete line of Watson Weatherite. Rugged aluminum windows: horizontal slide, double-hung, single-hung, and insulating aluminum windows. W. M. Products Co., Dept. SBS, 5425 Blossom Street, Houston 7, Tex.

**206-D. STAPLING PRODUCTS.** Arrow's catalog No. 13 introduces new stapling machines, gun tackers, pliers and staples. New display details and price list are included. Arrow Fastener Co., Inc., Dept. SBS, One Junius Street, Brooklyn 12, N. Y.

**207-D. BONDED ASPHALT ROOFING.** New literature covers Fry Bonded asphalt roofing for all types of buildings. Fry Bonded products include shingles, roll roofing, and felts. Lloyd A. Fry Roofing Co., General Sales Dept., SBS, 5818 Archer Road, Summit (Argo P. O.) Ill.

**209-D. ALUMINUM SIDING.** A four-color folder covers Tripl-Tite painted aluminum siding. It includes sales pointers on this building material in question-answer form. The folder shows new and remodeled homes sided with Tripl-Tite aluminum. National Metal Products Co., Dept. SBS, 2 Gateway Center, Pittsburgh 22, Pa.

**210-D. INTERLOCKING ASPHALT SHINGLES.** A color folder describes and illustrates Ruberoid's asphalt Lok-Tab shingles. Four color blends are featured. The Ruberoid Co., Dept. SBS, 500 Fifth Avenue, New York 36, N. Y.

**212-D. WESTERN LUMBER SOURCES.** A 40-page booklet lists

and gives mill personnel, capacity, and facility information on mills producing Douglas fir, West Coast hemlock, Western red cedar, and Sitka spruce lumber. West Coast Lumbermen's Assn., Dept. SBS, 1410 S. W. Morrison Street, Portland 5, Ore.

**213-D. STOCK WOODWORK.** A 40-page catalog gives specifications, construction, and application details for a large variety of Curtis wood window styles and types. Curtis Companies Service Bureau, Dept. SBS, Clinton, Iowa.

**214-D. CEILING TILE.** A 16-page booklet features Celotex's Hush-Tone and Designer ceiling tile in three "idea" rooms. It also covers other Celotex residential materials. The Celotex Corp., Dept. SBS, 120 S. LaSalle Street, Chicago 3, Ill.

**215-D. REMOVABLE HORIZONTAL WINDOWS.** A 4-page folder describes the Rimeo Slide removable horizontal-sliding wood window unit. It emphasizes these features: styling, economy, weather-tightness, and easy maintenance. Rock Island Millwork Co., Factory Dept. SBS, Rock Island, Ill.

**216-D. SHORT-LENGTH LUMBER.** A 4-page illustrated article by John Reno gives helpful sales tips and illustrates popular uses for short-length lumber. The Pacific Lumber Co., Dept. SBS, 35 East Wacker Drive, Chicago 1, Ill.

**217-D. CARPORT.** Folder shows sizes and uses of all-purpose Sea-View shelter, from attached carport to free-standing patio. Built of aluminum with steel supports. Other literature on Flair window awnings and patio covers. SeaView Industries, Dept. SBS, 4030 N. W. 29th Street, Miami, Fla.

**218-D. CEDAR-SHAKE PACKAGE.** Literature describes a handy consumer package of Shakertown Glumac shales, matching-color nails, and "Jiffy Corners." It shows how corners make a tight fit on outside walls. Shakertown Corp., Dept. SBS, 20310 Kinsman Road, Cleveland 22, Ohio.

**4-D. ASBESTOS-CEMENT PRODUCTS.** Several brochures and folders — several in full color — show Century No. 5 roofing shingles; Apac all-purpose board; Linabestos and Sheetflexos wallboards for interior and exterior use; lightweight corrugated asbestos sheet. Keasbey and Mattison Co., Dept. SBS, Ambler, Pa.

**101-D. WEATHERSTRIP SASH BALANCE.** "Today — Quality Sells the Home Buyer" is an eight-page folder about the use of Zegers Dura-seal metal weatherstrip and sash balance in double-hung wood windows. A 12-page booklet presents advantages to homebuyers. Zegers, Inc., Dept. SBS, 8090 South Chicago Avenue, Chicago 17, Ill.

**102-D. ALUMINUM SLIDING GLASS DOORS.** "The Decorators Touch" is a four-page folder which gives specifications and installation drawings for "Tropicana" aluminum sliding glass doors. Daryl Products Corp., Dept. SBS, 7240 N. E. 4th Avenue, Miami, Fla.

**104-D. INSULATING ROOF DECK.** A 20-page brochure, "New Dimensions In Ceiling Design," shows and describes roof-deck designs, coat comparisons, beam sizes, construction detail, and application tips. Insulite Division of Minnesota and Ontario Paper Co., Dept. SBS, 500 Baker Building, Minneapolis 2, Minn.

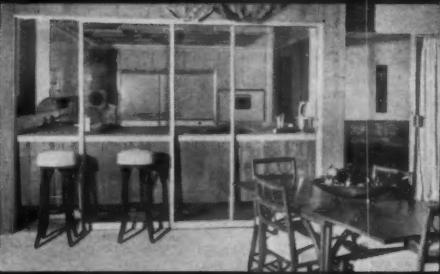
**105-D. FARM STEEL PRODUCTS.** "Farmers and Ranchers Handbook" in 76 pages supplies data on specifications and plans for the use of steel materials for fencing and roofing on farms. Handbook also includes meat-cut charts, household helps, teen-ager tips. Tennessee Coal & Iron Division of U. S. Steel Corp., Dept. SBS, Fairfield, Ala.

(Continued on Reply Card page 65)

On this and subsequent pages of S-B-S, you are offered an excellent selection of literature on new Building Materials and Products. For free copies of this helpful literature, just fill in and return the handy postage-paid reply card on page 65.

For more information

Breakfast bar is separated from patio by Patio Magic.



THE MOST COMPLETE LINE OF SLIDING GLASS DOORS IN THE INDUSTRY

- 2 Door 2 Track
- 3 Door 3 Track
- 4 Door 2 Track
- 4 Door 4 Track

48 Types of Pocket Doors

- 1" Double Glazed Units  
( $\frac{1}{4}$ " glass,  $\frac{1}{2}$ " air space,  $\frac{1}{4}$ " glass)
- or  $\frac{3}{8}$ " Double Glazed Units  
( $\frac{1}{8}$ " glass,  $\frac{1}{4}$ " air space,  $\frac{3}{16}$ " glass)



Patio Magic provides easy egress from living room to pool and patio area.

# Patio Magic

TRADE MARK

AMERICA'S FINEST  
ALUMINUM SLIDING GLASS DOORS

ADD BEAUTY AND LIVABILITY  
TO EVERY ROOM IN THE HOME

ONLY PATIO MAGIC OFFERS THESE SUPERLATIVE FEATURES

- Beautiful, Anodized Finish
- Schlegel Wool-Pile Weatherstripping All Around
- Nylon, Ball-Bearing Wheels for Silent, Fingertip Operation
- Concealed, Adjustable Spring Lock
- Gold Handles
- Choice of Exterior (Sloped Sill) or Interior Track
- All Vertical Stiles Heavy Tubular Extrusions
- Adjustable Bottom Rollers



Bathroom to exterior via Patio Magic Sliding Glass Doors



Garden and terrace just a step away from the bedroom through Patio Magic



Guest room overlooks pool. Patio Magic provides easy accessibility.



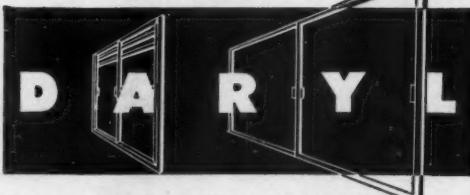
Dining room opens into patio area through Patio Magic Sliding Glass Doors

Daryl Products Corp., Dept. SBS  
7240 N. E. 4th Avenue  
Miami 38, Florida  
Please send full information on Patio Magic

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

MAIL COUPON TODAY!  
On Your Business Letterhead, Please.

SUPERB ENGINEERING



Manufacturers of SHOWER MAGIC BATH ENCLOSURES

PRODUCTS CORP.

7240 N. E. 4th Avenue  
Miami 38, Florida

# More, MORE FREE, Free HELPFUL BOOKLETS!

(Save time and postage by requesting all the items you want on these handy postage - paid reply envelopes.)

(Continued from BOOKLETS FREE page)

106-D. WOOD AND METAL SCREWS. Southern Screw Co., Dept. SBS, Statesville, N. C., offers a useful folder of "Instructions for Selecting and Using Wood Screws and Sheet Metal Screws."

108-D. STEEL FRAME BUILDINGS. Eight-page brochure shows standard sizes, details, accessories, and varied uses of Dixie rigid-frame buildings. It also presents all-steel triangular or bow-string truss roof systems. Atlantic Steel Co., Dept. SBS, Warehouse Division, P. O. Box 1714, Atlanta 1, Ga.

101-E. METAL WEATHERSTRIPS. Southern Metal thresholds and weatherstrips are illustrated and described in catalog No. 57A. This four-page brochure covers available sizes and contains price and order information. Southern Metal Products Corp., Dept. SBS, 921 Rayner Street, Memphis 14, Tenn.

102-E. PRESSURE-TREATED LUMBER. "Safeguard Building Dollars With Wolmanized Pressure-Treated Lumber" is a 16-page brochure illustrating applications of lumber treated against deterioration from rot-producing fungi and termites. Koppers Co., Inc., Dept. SBS, 750 Koppers Building, Pittsburgh 19, Pa.

105-E. ALUMINUM JALOUSIES. Conventional and unusual uses for Truscon jalousies are illustrated in a colorful 16-page folder. Detail drawings show how installations are made in wood frame, brick veneer, solid masonry, and concrete block. Truscon Steel Div., Republic Steel, Dept. SBS, 1050 Albert Street, Youngstown 1, Ohio.

1-G. ALUMINUM SCREEN. Burns aluminum tension screens, full-frame screens, and screen cloth are described in an envelope-size folder. Catalog sheet lists advantages of the aluminum frame unit. Dodge Wire Corporation, Dept. SBS, 249 Spring Street, S. W., Atlanta, Ga.

101-G. HARDWOOD FLOORING. "The Hardwood Flooring Handbook," a manual for retail lumber dealer salesmen, and "How to Install Hardwood Strip Floors Over Concrete Slabs" contain essential information on hardwood flooring. The Atlanta Oak Flooring Co., Dept. SBS, 920 Glenwood Avenue, S. E., Atlanta, Ga.

101-H. ALUMINUM NAILS. Brochure shows and describes the complete line of Phifer aluminum nails for all building purposes. It explains tempering and etching of aluminum alloy nails. Price list gives dealer costs of "job size" boxes and 50-lb. cartons. Phifer Wire Products, Dept. SBS, Box 12, Tuscaloosa, Ala.

104-H. ALUMINUM WINDOWS. Five color brochures describe and illustrate Ulco aluminum horizontal sliding, residential and commercial awning, casement, and double-hung windows. All brochures give specifications, sizes, and installation details. Southern Sash Sales & Supply Co., Inc., Dept. SBS, Sheffield, Ala.

102-J. METAL BUILDING PRODUCTS. Catalog 57 gives specifications and shows and describes uses of Vestal fireplace circulators, dampers, accessories, steel lintels, bridging, wall ties, mortar boxes, garbage receivers, access doors, and other products for business and industry. Vestal Manufacturing Co., Dept. SBS, Sweetwater, Tenn.

104-J. SCREEN PRODUCTS. Complete line of Loxscreen products is detailed in two-color catalog. Included are tension screens; Loxframe all-aluminum screens; Loxtrrim screen frame parts, accessories, aluminum and stainless steel moldings, and extrusions. Loxscreen Co., Inc., Dept. SBS, P. O. Box 5133, Columbia, S. C.

1-K. METAL LATH, ACCESSORIES. Colorful catalog brochure shows and describes types of metal lath, accessories, and partition systems of the Alabama Metal Lath Co., Dept. SBS, P. O. Box 992, Birmingham, Ala. Tables give fire test data and sound transmission loss for the partitions.

2-K. WINDOW, DOOR PRODUCTS. Vulco aluminum screens and jalousies, Caseking screens, Superior and Ideal storm sash, Dura-Bilt screen doors and combination storm doors, hardware and tools are described in the "Versatile Vulco" catalog. Vulcan Metal Products, Inc., Dept. SBS, 2801 Sixth Avenue South, Birmingham, Ala.

101-L. CONCRETE PLANTS. Brochure describes and illustrates exact procedure for planning concrete plants for lumber yards. Complete specifications are given for nine types of concrete plants. Information on cement storage and aggregate handling is included. The C. S. Johnson Co., Dept. SBS, P. O. Box 71, Champaign, Ill.

102-L. STEEL FRAME BUILDINGS. Booklet with diagrams

and color illustrations shows Steel Span buildings for farms, warehouses, hangars, and industrial uses. The post-free buildings save time on erection. Available in widths from 30 ft. to 60 ft., with choice of sidewalls. Cuckler Mfg. Co., Dept. SBS, Monticello, Iowa.

105-L. MODERN WOOD PANELING. Colorful literature describes Long-Bell's Flakewood paneling for contemporary interiors, and mahogany finish Ven-O-Wood for economical use in homes, offices, and stores. Specifications are included. International Paper Co., Long-Bell Division, Dept. SBS, 928 Grand Avenue, Kansas City 6, Mo.

201-A. ADVERTISING PENS AND PENCILS. The complete Scripto line of writing instruments for advertising and goodwill gifts is illustrated in "Sensational Business Builders." This 32-page catalog gives complete specifications and prices. Adgit Co., Division of Scripto, Inc., Dept. SBS, P. O. Box 4847, Atlanta 2, Ga.

202-A. ALUMINUM WINDOWS. The Apeo lines of windows are covered in three new brochures. AIA file No. 16-E catalogs "Apeo Aluminum Windows — Residential, Commercial, Window Wall, Industrial." Apeo aluminum horizontal sliding windows and Series 57 double-hung windows are introduced in separate brochures. Apeo-Rubin Division, Tusco Corp., Dept. SBS, 1901 Franklin Street, Houston 2, Tex.

203-A. PLASTER REINFORCEMENT. A 20-page booklet reports the findings of the Research Foundation of the University of Toledo on "The Crack Resistant Properties of Gypsum Lath and Plaster Angles Formed by the Intersection of Walls and Walls with Ceilings Reinforced with Various Types of Metal Reinforcement." It shows the superior performance of Keycorner wire mesh. Keystone Steel & Wire Co., Dept. SBS, Peoria 7, Ill.

205-A. FACT FILING FOLDERS. The Reynolds Aluminum Supply Company offers dealers a set of 19 Fact Folders for setting up a handy reference library on such products as aluminum roofing and siding, asphalt roofing and accessories, farm gates, insulation, nails, etc. New literature sent to dealers using folders. Reynolds Aluminum Supply Company, Dept. SBS, P. O. Box 1367, Atlanta 1, Ga.

208-A. WESTERN PINE — SOURCES AND USES. WPA's 1958 membership directory lists 440 member mills by state and by species and products available. Six full-color folders show Western Pine finishing recipes and reproduced samples. Western Pine Assn., Dept. SBS, Yeon Building, Portland 4, Oregon.

209-A. PLASTIC-FINISHED PANELS. Full-color catalog

Use Postage-Paid Reply Card to Order Literature and Information Free!



**BUSINESS REPLY CARD**  
FIRST CLASS PERMIT NO. 582, SEC. 249, P. L. & R., ATLANTA, GA.



SOUTHERN BUILDING SUPPLIES  
806 PEACHTREE STREET, N. E.  
ATLANTA 8, GA.





*Announcing a dramatic, new concept of brand-name merchandising—*

## **MASONITE'S "Showcase of Famous Brands"**

### **DEALER MODEL-HOME PROMOTION**

*...designed to help Masonite dealers...*

*and their builder customers...to more sales, more profit!*

**EVERYBODY KNOWS** what a well-planned, coordinated model-home promotion can do to sell homes. But did you ever stop to think it could be even more successful as a dealer promotion? Here's why—

**CONSERVATIVE ESTIMATES** indicate that only about 20% of the typical model-home traffic can even remotely be classified as new-home prospects. The remaining 80% are people looking for new products, new materials, new ideas for their *own* homes. They are not builder prospects at all, but *your prospects*—prospects for materials *you* sell! The question is—how to capitalize on this fact?

**HERE'S THE ANSWER:** the Masonite "Showcase of Famous Brands" model-home promotion, developed exclusively for Masonite dealers, featuring well-known brand names you carry in stock. It has been designed to cover both new-home and remodeling markets.

**THE RESULT?** More new business, more profit per dollar invested, than anything you've ever done! Here are a few of the highlights of this dynamic money-maker...

#### **A personalized promotion package** **new...complete...ready-to-go!**

A power-packed, five-point program has been produced to help you stage the most spectacular model-home promotion ever presented in your town: 1. *seven new "Living Core" home plans*, complete with working drawings, specs and bill of materials, in a range of sizes and styles to suit your market; 2. a "Plan of Action" booklet that gives you step-by-step information on how to plan and execute this promotion; 3. a *complete promotion kit* that includes everything you need, to be shipped to you in quantity at no cost; 4. *your name in The Saturday Evening Post* full-color ad in September, to tie you in with the National Home Week; 5. *national and local publicity...magazine, radio, TV.*



#### **Sound interesting?**

**Then here's what you do—**

Fill out the coupon and mail it right away. By return mail, you will receive detailed information on the entire program. A Masonite sales representative will call to discuss this merchandising program.

©Masonite Corporation—manufacturer of quality panel products.

<b>MASONITE</b> <small>Panel &amp; Products</small>	
<p>Masonite Corporation          Dept. SBS-5, Box 777          Chicago 96, Illinois</p>	
<p>Please rush details of the "Showcase" model-home promotion to my attention:</p>	
<p>Name..... Title.....</p>	
<p>Company.....</p>	
<p>Address.....</p>	
<p>City..... State.....</p>	
<p>Zone..... County.....</p>	

# PRODUCT PARADE

## TWO-WAY DIAL LEVEL

A simple and low-cost Precision Dial Level that fits the bill for the Do-It-Yourselfer is offered by the Dresden Manufacturing Co., Dept. SBS, 2375 Walnut Avenue, Long Beach 6, Calif.



The new Dial Level reads in degrees on one side and inches per foot on the other side. A pivoted floating dial reportedly comes to an instant stop without vibration or wagging. A built-in magnifier and red arrow finder make readings easy.

Write P186 on reply card, page 66.

## ACOUSTICAL PINE PANEL

A noise-absorbing pine fiber panel that absorbs up to 75 per cent of room noise is offered by John-Manville, Dept. SBS, Box 111, New York 16, N. Y.

The Fibretex acoustical panels have hundreds of drilled holes which act as noise traps. They are said to stand up under painting and repainting without loss of acoustical efficiency. They can be installed right over existing ceilings.

Write P187 on reply card, page 66.

## CLAY-PIPE JOINTING

A new method of permanently jointing clay sewer pipe to insure a water-tight, root-resistant, and flexi-



ble union, is announced by the W. S. Dickey Clay Manufacturing Co., Dept. SBS, P. O. Box 670, Chattanooga 2, Tenn.

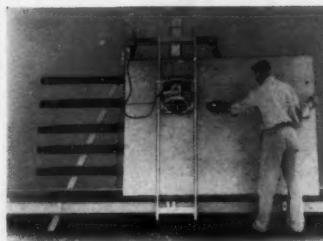
The Dickey PVC coupling consists of rings, precision-molded and fused on the spigot and in the bell of the pipe. Polyvinyl chloride is applied to hot pipe in liquid form and is cured at high temperatures. It bonds tightly with the glazed surface of the pipe.

A joint is made by applying Dickey Lubricant Sealer to the mating surfaces of the coupling, and pushing the spigot firmly into the bell socket.

Write P188 on reply card, page 66.

## GIANT PANEL SAW

A Bennett 2-Way panel saw that will cut panel stock up to 5' wide is introduced by the Richard C. Bennett Manufacturing Co., Dept. SBS, Laceyville, Pa.



The saw cross-cuts and rips without removing the panel from the machine. Horizontal and vertical scales are attached for selective cuts.

This Bennett saw is especially useful in cutting the new wider sheets of plastic laminates, and for cutting panel stock for such things as ping-pong tables and display counters.

Write P189 on reply card, page 66.

## STUD FASTENER

A powder-actuated stud gun has been developed by Ammo Products, Inc., Dept. SBS, 1100 20th Street, N. W., Washington, D. C. It will handle all types of fastening requirements and drive all sizes of pins.

By using three quickly interchangeable barrels the Ammo Stud gun eliminates the need for separate tools or various sizes of pins. The operator is always able to select the most economical cartridge-pin combination for each job.

Write P190 on reply card, page 66.



## PACKAGED SCREENING

Quik-Tak, a new packaged aluminum insect screening, is available from Phifer Wire Products, Dept. SBS, Box 9007, Tuscaloosa, Ala.

Each carton of Quik-Tak contains 16 rolls of Alclad aluminum screening. Each roll is 66" long and available in the standard widths.

The shipping carton is convertible to a floor display requiring only one square foot of floor space. A free packet of aluminum tacks, sufficient for the average door or window, is enclosed with every roll of Quik-Tak.

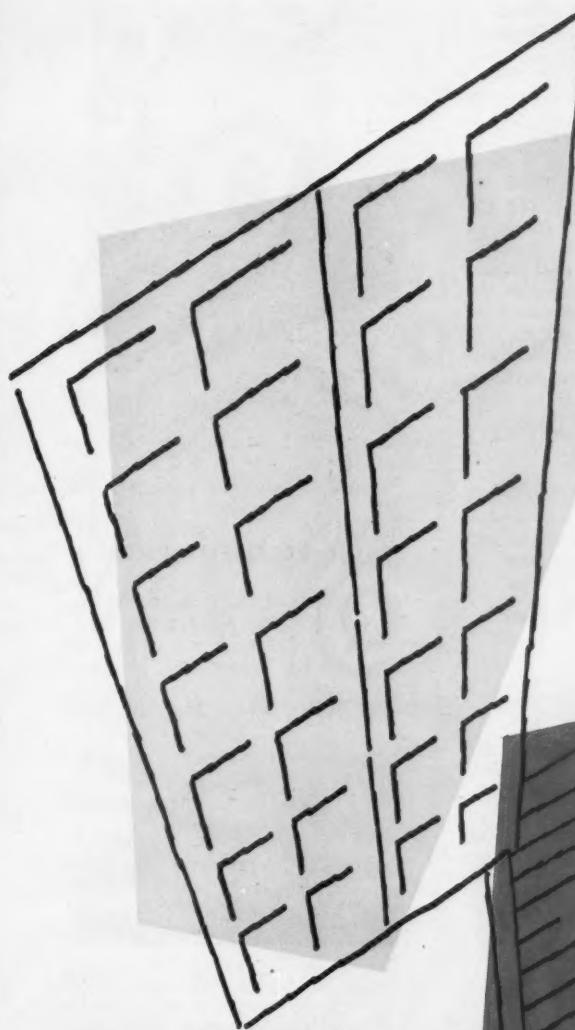
Write P191 on reply card, page 66.

## STAPLE GUN

Priced and designed especially for the average home, a new staple gun is offered by the Arrow Fastener Co., Inc., Dept. SBS, 1 Junius Street, Brooklyn 12, N. Y.

The staple gun takes  $\frac{1}{4}$ " and  $\frac{5}{16}$ " staples. It performs a variety of light nailing jobs — fastening shelv-





NOW!

*Whisper quiet*

**bi-fold**

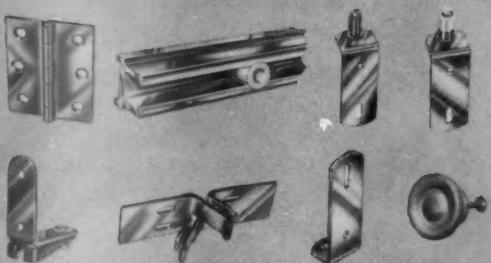
**door**

**hardware**

# BY DEXTER

- For any wood door — plywood, composition, hollow core or louvered
- Adjustable to assure accurate door alignment
- No dirt-collecting bottom track — saves installation time, eliminates interference with carpet
- All parts surface mounted for quick, easy installation — no time-consuming mortising
- All parts except knob concealed from exterior view — hinges mounted on back of door, out of sight
- Nylon bearings at pivots and door guides for lifetime whisper-quiet, friction-free operation.
- Gives full access to closet, wardrobe or other opening — projects into room only one half as much as conventional doors
- Packaged in kits for two or four-panel installations — kits for six different size openings

Plus a host of other Dexter quality features that are outlined in a new illustrated brochure free to dealers. Write for copy.



Everything necessary for quick, easy installation of smooth-working bi-fold doors in any opening

## DEXTER LOCK DIVISION

Dexter Industries, Inc., Grand Rapids, Michigan

In Canada: Dexter Lock Canada Ltd., Galt, Ontario

In Mexico: Dexter Locks, Plata Elegante, S.A. de D.V. Monterrey

Dexter Locks are also manufactured in Sydney, Australia; Milan, Italy and Porto, Portugal

ing, closet lining, upholstery, curtains, dust ruffles, calendars, recipes, and phone-number lists.

The JT21 Arrow gun features a built-in staple lifter, which enables staples to be extracted quickly; a handle lock, which permits the gun to be carried easily in the pocket; and jam-proof mechanism.

Write P192 on reply card, page 66.

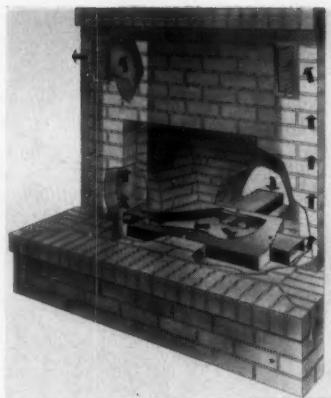
#### FIREPLACE CIRCULATOR

The Douglass hearth-form is a fireplace heat circulator available in all dimensions. Said to cost two-thirds less than competing units per-

forming the same function, it is a product of the Douglas Manufacturing Co., Dept. SBS, P. O. Box 905, Los Gatos, Calif.

The Douglass unit has a heating chamber which may be mounted in the fireplace flush with or lower than the hearth top. It serves as a template in constructing a fireplace. An extendable duct brings air into the heat chamber from either inside or outside the house, with the air warmed in the chamber and passed into a pair of ducts concealed in the masonry sides of the fireplace.

From these ducts the air is projected through louvered registers into the room in which the fireplace



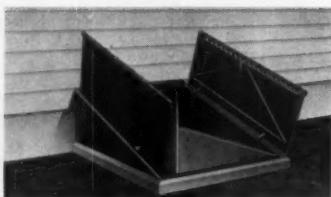
is built. Unit is available with or without fans.

Write P193 on reply card, page 66.

#### DUAL BASEMENT ENTRY

Vega Industries, Inc., Heatilator Division, Dept. SBS, Syracuse 5, N. Y., offers a new Service-way dual door.

The model D doorway has concealed torsion-bar counter-balancing — for smooth, effortless operation.



Special flanges on doors and frame interlock to form a weathertight seal. Anti-closing safety catches are easily released by a touch of the toe.

The model D Service-way is available 51" x 64" and 55" x 72". The door openings are 44" and 48". The doors are made of heavy-gauge steel and reinforced with structural stiffeners for maximum strength.

Write P194 on reply card, page 66.

#### HORIZ. ALUMINUM WINDOW

A horizontal sliding aluminum window has been added to the Alenco aluminum window line of the Albritton Engineering Corp., Dept. SBS, Bryan, Texas.

The horizontal sliding unit is offered in two types — standard and picture. The former has one fixed and one stationary sash. The latter has a fixed center panel and one flanking movable sash on each side. Both units are available in a complete range of modular sizes.

The sash have self-lubricating anti-friction slide members which allow movement with a minimum of effort. Each sash is equipped with

## TW&J PONDEROSA PINE

**TW&J Ponderosa Pine  
is high altitude,  
old growth,  
finest quality  
stock suitable  
for millwork  
manufacturing,  
residential  
construction  
and industrial use.**



**THOROUGHLY KILN DRIED TW&J**  
Ponderosa Pine is precision manufactured  
from 4/4 through 8/4 and stored in large  
sheds for year-around delivery.

One of the West's largest producers of Ponderosa Pine with 10 mills in the heart of the High Sierra Ponderosa Pine belt to serve you.

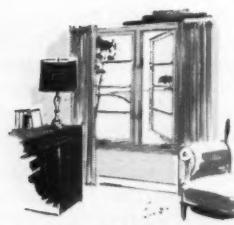
For quality West Coast  
lumber products  
look to — **TW&J**

**TARTER, WEBSTER & JOHNSON, INC.**

P.O. BOX 3498 —  
San Francisco 19, California  
PROspect 6-4200 Teletype SF 211







Rimco "Casement"

If RIMCO Wood Window Units  
are not available  
from your source of supply,  
write our FACTORY DIVISION  
for name of your nearest distributor.

## The Rimco "VENT" and Rimco "VIEW"

— Picture Window Beauty



### CONSUMER BENEFITS GALORE!

- Choice of Push Bar or DeLuxe "Lever-Lock" Operators.
- Selected Western Ponderosa Pine, Treated.
- Anodized Aluminum Weatherstrip, Factory Applied.
- Aluminum Edged Insulating Panels Installed.
- Complete Unit Factory Assembled.
- Wide Range of Sizes.
- Bears A.W.W.I. Quality "Seal of Approval."

#### YOUR GUIDE TO WINDOW QUALITY



Correctly designed  
Properly constructed  
Made from carefully selected  
kiln-dried lumber

• Preservative treated  
• Properly balanced  
• Efficiently weatherstripped

Quality Products of

FACTORY DIVISION

MILLWORK COMPANY

Rock Island, Illinois



Rock Island

## ALUM. PATTERNED ROOFING

Diamond-Rib roofing and siding is a new aluminum material with diamond embossed pattern and rib configurations. It is available from Kaiser Aluminum & Chemical Sales, Inc., Dept. SBS, 919 North Michigan Avenue, Chicago 11, Ill.



The diamond pattern improves glare diffusion and is said to add to the over-all strength of the material.

A V-crimped channel is a leak-proofing feature which prevents water from "siphoning" between overlapped sheets.

Diamond-Rib roofing and siding is 50.3" wide, over-all. It comes in lengths from 6' to 16'. The standard 14' and 16' lengths will reduce the number of end laps in covering a structure.

Write P198 on reply card, page 66.

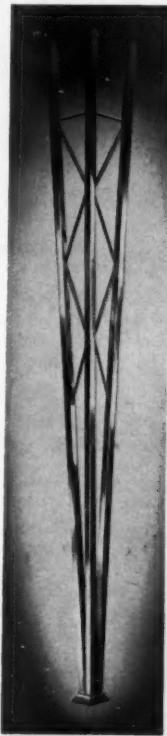
## ALUMINUM COLUMN

The Yeck Manufacturing Corp., Dept. SBS, Dundee, Mich., offers an aluminum column of contemporary design for awnings, carports, patios, porches, and room dividers.

These Trylon columns are produced from 1" square aluminum tubing. They taper from 8" at the top to 2" at the bottom and come in 7' and 8' lengths.

With either mill finish or black or white baked enamel finish, the columns are said to be completely weather-resistant. They come assembled with bottom brackets in positions for fast installation.

Write P199 on reply card, page 66.



## PRODUCT BRIEFS

**PLASTIC COVER** comes in 9' x 12' size, individually packaged in a two-color box, one dozen in each counter merchandiser. Jiffy-Cover is designed primarily as a painter's drop cloth, but may be used as a rain cape, appliance cover, or garment bag. Warp Bros., Dept. SBS, Thomas & Cicero Avenues, Chicago 51, Ill.

Write P200 on reply card, page 66.

**BATH ENCLOSURES** in a complete line to fit in almost any bathroom are offered by Daryl Products Corp., Dept. SBS, 7240 N. E. 4th Avenue, Miami, Fla. Shower Magic Bathtub enclosures have removable panels, and open bottom track. Nylon ball-bearing rollers provide easy, silent movement for bypass units. Ano-Brite finish adds a diamond-hard surface to the aluminum extrusions.

Write P201 on reply card, page 66.

**WOOD PARTICLE FLOORING** looks like cork but wears better than oak. WoodX is made by the L. D. Reeder Co., Dept. SBS, 2900 Rowena Avenue, Los Angeles 39, Calif., from chips of various woods compressed under heat and pressure to two uniform densities. One type is for heavy wear and the other is for average wear. WoodX has random graining which makes it acoustically quiet and virtually slip-proof. It is nailed, refinished, and maintained like any other wood.

Write P202 on reply card, page 66.

**INSULATION BOARD STRIPS** are used in flat roof-deck construction to prevent sharp bends in roofing felt when the felt is applied up and over the nailing member to which the gravel stop is attached. These 4' Celotex Edge Strips are packaged in bundles of eight pieces. The Celotex Corp., Dept. SBS, 120 S. LaSalle Street, Chicago 3, Ill.

Write P203 on reply card, page 66.

**FOLDING CLOSET DOOR** called Paniflex Bifold door is a combination of U. S. Plywood's Novoply and a hardware system developed by Rudnick Brothers. Installed floor-to-ceiling, it has no floor track and only a guide in the ceiling. The simple hardware consists of ceiling and floor pivots and piano hinges. United States Plywood Corp., Dept. SBS, 55 West 44th Street, New York 36, N. Y.

Write P204 on reply card, page 66.

**OUTLET CUTTER** will make die-cut outlet holes in all  $\frac{1}{8}$ ",  $\frac{1}{4}$ " and  $\frac{3}{8}$ " gypsum wallboard in just 30 seconds. It is available from the Goldblatt Tool Co., Dept. SBS, 1910 Walnut Street, Kansas City 8, Mo., in three models: the Standard, 2" x 4", and Round. Each comes complete

with two male cutters to be snapped into outlet boxes, one pilot hole cutter, one female cutter, and the cutting tool itself.

Write P205 on reply card, page 66.

**WATERPROOF COATING** for masonry has been developed by the Camp Co., Inc., Dept. SBS, 6958 South State Street, Chicago 21, Ill. Water-Shield is a combination of concrete powder mix and a rubber-silicone liquid. It is said to beautify as it waterproofs, covering surface mars and blemishes, and adding a bright new finish. It can be applied with a paint brush.

Write P206 on reply card, page 66.

**SOLID VINYL TILE** is a new product of Kentile, Inc., Dept. SBS, 58 Second Street, Brooklyn 15, N. Y. Kentile Solid Vinyl Corktone is produced in 9" x 9" tile and .080 thickness. It comes in light, medium, and dark colors that are coordinated so that they can easily be intermixed. Created for easy maintenance, durability, and outstanding floor comfort, Corktone tile can be installed with little effort by any home-owner.

Write P207 on reply card, page 66.

**CHROME DOOR HANDLE** for the Capri Cadet sliding glass door unit is offered by T. V. Walker & Son, Inc., Dept. SBS, 217 North Lake, Burbank, Calif. The satin chrome handle features a long and tapered design, a one-piece pushbutton latch, and a streamlined aluminum outside pull.

Write P208 on reply card, page 66.

**PLASTIC AWNING FABRIC** of the Dow Chemical Co., Dept. SBS, 45 Rockefeller Plaza, New York 20, N. Y., provides both durability and beauty. Offered in a variety of colors the fabric is translucent, allowing soft light to be diffused while reflecting the heat of ultra-violet rays. The material will not rot, mildew, or fade. Saran awnings are easy to install and easily cleaned in place by ordinary hosing, or soap and water.

Write P209 on reply card, page 66.

**TUB ENCLOSURES** offered by the Bathe Rite Division, Milwaukee Stamping Co., Dept. SBS, 800 South 72nd Street, Milwaukee, Wis., feature extruded aluminum frames and sliding glass doors. Anodized aluminum gives the frame and trim a chrome-like finish. The doors are available in fluted or hammered glass. Etched designs are available at extra cost. The new enclosures fit 4 $\frac{1}{2}$ ', 5', and 5 $\frac{1}{2}$ ' recessed tubs.

Write P210 on reply card, page 66.

## Builders Sales

(Continued from page 44)

He told the Virginia dealers in convention:

"I have been using this program for the past four years. And, even with the low-price advertising by discount houses, I am still selling quality products profitably. My percentage of profits in 1957 was better than it was four years ago, or a couple of years before any of the cash-and-carry houses moved into our area."

During this period, Horn has furnished materials for homes he has helped to contract in these communities near his yard, with mileage from yard shown: Natural Bridge (1); Fairfield (26); Buena Vista (10); Buchanan (12); and Lexington (13). Needless to say, there are other lumber yards located in most of these towns or at points in between.

What did Horn do?

"I made a number of loan contracts with lawyers in my area who spend most of their time finding money for construction and closing loans. Some of their best fund sources are church and cemetery associations, seeking secure investments, and the First Mortgage Corporation of Richmond.

"Next, I got an architect who agreed to draw plans for our firm, at a cost close to what it costs a prospective home-owner to order stock plans from a home-plan book.

"Next, I went to Richmond and Roanoke to meet the directors of the Veterans Administration and Federal Housing Administration, and to go over their loan programs. I tried to familiarize myself completely with their specifications and requirements.

"After doing this, I approached a small group of experienced, reliable contract builders. To fill needs in a part of our building market, I sold a former contractor friend in Bluefield on the idea of moving near Natural Bridge for profitable teamwork.

"I told these contractors I would like to work with them in building homes. I stressed the extensive and personal service I would give them. These services included finding a prospective customer, through advertising and promotion; getting suitable plans for him; submitting plans to FHA or

VA for approval; figuring material from the plans; making specifications for both labor and material. Then the contractor was to check the plans and our quotation, and approve the price before submitting it to the prospective home-owner.

"When the home-owner accepted our bid, I would draw up a contract between the buyer and the builder. It would state that upon completion of the job the check would be payable to the contractor and to me."

Dealer Horn pointed out that

the amount of money set up in a contract for the contractor during construction "should be quite a bit less than the actual labor amounts to. This assures us that the contractor will not receive more money from the job than he had coming to him."

Horn said that when the contractor needs more money for his payroll during construction of a house, he lends the money for this purpose. This is handled by a short-term note, with interest of 6 per cent charged.

To find prospects for new homes

## Marlite® DISTRIBUTORS IN YOUR AREA

<b>McPhillips Mfg. Company, Inc.</b> Mobile 2, Alabama	<b>Victoria Sash &amp; Door Co., Inc.</b> Shreveport, Louisiana	<b>Hutting Sash &amp; Door Company</b> Nashville, Tennessee
<b>Redds, Inc.</b> Florence, Alabama	<b>Woodward, Wight &amp; Co., Ltd.</b> New Orleans 9, Louisiana	<b>Norvell &amp; Wallace</b> Nashville, Tennessee
<b>Teague Hardware Company</b> Montgomery 1, Alabama	<b>The Hiser Supply Company</b> Cumberland, Maryland	<b>Wholesale Building Supply, Inc.</b> Bristol, Tennessee-Virginia
<b>United Plywoods Corporation</b> Birmingham, Alabama	<b>The MacLea Lumber Company</b> Baltimore 3, Maryland	<b>Buell &amp; Co.</b> Dallas, Texas
<b>United Plywoods Corporation</b> Montgomery, Alabama	<b>Jackson Sash &amp; Door Co., Inc.</b> Jackson, Mississippi	<b>Dunaway Supply Co.</b> Greggton, Texas
<b>Fischer Lime &amp; Cement Company</b> North Little Rock, Arkansas	<b>McGinnis Distributing Co., Inc.</b> Meridian, Mississippi	<b>Galbraith Steel &amp; Supply Co.</b> Lubbock, Texas
<b>Martin Wiegand, Inc.</b> Washington 11, D. C.	<b>Builders Material Company</b> Springfield, Missouri	<b>Galbraith Steel &amp; Supply Co.</b> Pecos, Texas
<b>Atlanta Oak Flooring Company</b> Jacksonville, Florida	<b>Cape Supply Company</b> Cape Girardeau, Missouri	<b>Galbraith Steel &amp; Supply Co.</b> San Angelo, Texas
<b>Coronado Company</b> Jacksonville 6, Florida	<b>Four States Supply Company</b> Carthage, Missouri	<b>International Paper Co.</b> Long-Bell Division Amarillo, Texas
<b>I. W. Phillips &amp; Company</b> Tampa 1, Florida	<b>Lumberyard Supply Company</b> St. Louis 10, Missouri	<b>Paul Blackwell Company</b> Dallas, Texas
<b>Pinellas Lumber Co.</b> St. Petersburg, Florida	<b>Atlanta Oak Flooring Company</b> Charlotte, North Carolina	<b>Southwestern Glass &amp; Millwork Company, Inc.</b> El Paso, Texas
<b>Plywood Supply Co.</b> Tampa, Florida	<b>Dealers Supply Company</b> Durham, North Carolina	<b>Texas Sash &amp; Door Co.</b> Fort Worth, Texas
<b>A. H. Ramsey &amp; Sons, Inc.</b> Miami, Florida	<b>Eastern Lumber &amp; Supply Co.</b> Winterville, North Carolina	<b>Geo. C. Vaughan &amp; Sons</b> Houston, Texas
<b>A. H. Ramsey &amp; Sons, Inc.</b> Palmetto, Florida	<b>Hassinger Wholesale Co.</b> Greensboro, North Carolina	<b>Geo. C. Vaughan &amp; Sons</b> Nederland, Texas
<b>Timber Products Company</b> Orlando, Florida	<b>Hutting Sash &amp; Door Co., Inc.</b> Charlotte, North Carolina	<b>Geo. C. Vaughan &amp; Sons, Inc.</b> San Angelo, Texas
<b>Atlanta Oak Flooring Company</b> Atlanta, Georgia	<b>North State Material Company</b> Asheville, North Carolina	<b>Geo. C. Vaughan &amp; Sons</b> San Antonio 7, Texas
<b>Howard Lumber Company</b> Augusta, Georgia	<b>General Sash &amp; Door Company</b> Tulsa 1, Oklahoma	<b>Dealers Service, Inc.</b> Lee Hall, Virginia
<b>Plywood Supply Co.</b> Atlanta, Georgia	<b>International Paper Co.</b> Long-Bell Division Enid, Oklahoma	<b>Sash, Door &amp; Glass Corporation</b> Richmond 24, Virginia
<b>Zuber Lumber Company</b> Atlanta, Georgia	<b>Reints Sash &amp; Door Company</b> Oklahoma City, Oklahoma	<b>Tidewater Plywood Company</b> Norfolk, Virginia
<b>Rock Island Wholesale Company</b> Wichita, Kansas	<b>Carolina Wholesale Company</b> Columbia, South Carolina	<b>Athens Flooring Company</b> Dunbar, West Virginia
<b>W. P. Stark Lumber Co., Inc.</b> Kansas City 15, Kansas	<b>Southern Sash &amp; Door Company</b> Greenville, South Carolina	<b>Branch Offices and Warehouses:</b>
<b>Mutual Service Company, Inc.</b> Louisville, Kentucky	<b>Atlanta Oak Flooring Company</b> Chattanooga, Tennessee	<b>Marsh Wall Products, Inc.</b> 204 Permalume Pl., N.W. Atlanta 18, Georgia Phone: Sycamore 4-9508 — 4-9509
<b>Dealers Supply Co., Inc.</b> Monroe, Louisiana	<b>Fischer Lime &amp; Cement Company</b> Memphis, Tennessee	<b>Marsh Wall Products, Inc.</b> 8908 Chancellor Row Dallas 35, Texas Phone: Fleetwood 7-3518 Fleetwood 2-7811
<b>Lafayette Sash &amp; Door Factory</b> Lafayette, Louisiana	<b>A. G. Heins Company</b> Knoxville, Tennessee	
<b>New Orleans Sash &amp; Door Co.</b> New Orleans, Louisiana		

and improvements, Horn runs ads, like that shown with the article, to explain and emphasize the complete building program he offers. These ads stress the services offered, along with these points:

"We carry everything needed in building a home."

"It pays to use quality merchandise."

Horn asserted that his plan is "not an easy way to do business. But it is the one way to sell quality products and assure yourself of getting money for materials when the jobs are complet-

ed. It also assures you of supplying material on jobs that the contractors may find for themselves. When the cooperating contractors hear of a job, they first come to me and I handle the home sale."

On January 1, the name of Horn's firm was changed from Citizens Coal and Supply Company to the Natural Bridge Lumber Company, Inc. At the same time he advanced from vice-president and manager to president of the company. He handles a full line of building materials, including plumbing and electrical items.



5827



### **Beautiful Marlite interiors like this are pre-selling thousands of your best prospects**

Most home remodeling starts with the kitchen or bath where Marlite fits perfectly. The beautiful, soilproof finish of this popular plastic-finished paneling makes it especially suited for creating modern bathroom and kitchen interiors. And once you've sold Marlite for a bath or kitchen job, you're in position to recommend it for other rooms, too.

To help you cash in on these profitable remodeling opportunities, dramatic ads appear regularly in leading magazines—*pre-selling your prospects*. In a typical county (Marion County,

Ohio, population 55,700) each Marlite ad in **BETTER HOMES AND GARDENS**, for example, reaches more than 16,000 readers. In addition, thousands more see Marlite advertising in magazines such as **AMERICAN HOME**, **HOME MAINTENANCE AND IMPROVEMENT**, **POPULAR MECHANICS**, **POPULAR SCIENCE** **MONTHLY**, to name a few. Make the most of Marlite. Tie in with this powerful program. Get full details from your Marlite representative or write Marlite Division of Masonite Corporation, Dept. 597, Dover, Ohio.

# **Marlite®** plastic-finished paneling



MARLITE IS ANOTHER QUALITY PRODUCT OF MASONITE® RESEARCH

## **IBI Recommends Fork Truck Standards**

The Insulation Board Institute has announced recommendations made by its materials handling committee for the minimum fork truck that should be used by insulation board dealers.

IBI recommendations call for a gas type truck with an absolute minimum capacity of 4,000 pounds at a 24-inch load center. The IBI, however, strongly urges that 5,000-pound or 6,000-pound units at 24-inch load centers be used because of their greater over-all utility.

For general warehouse use, the IBI suggests cushion tires. Pneumatic tires are necessary for outdoor usage or for an indoor-outdoor vehicle, the IBI adds.

It calls for a minimum fork length of 46 inches, fork width of 6 inches, and a fork that is fully tapered and polished. The standard transmission is adequate, the IBI says, but fully automatic transmissions are preferred.

The fork truck used in handling insulation board also should have an overhead guard and a load safety rack, IBI recommends.

## **WE MAKE AMENDS TO MR. SAUL SONNIER**

On another page of this issue appears a retraction of an error made in a previous issue, wherein we identified Mr. Sonnier as the builder of a house from which Hurricane Audrey had blown a number of shingles. Mr. Sonnier, it now appears, did not in fact build that particular house, but did build another house shown in the same picture and from which Hurricane Audrey had not ruffled a single shingle.

Although we did not originate the original advertisement, and were not aware that it was incorrect, we gladly published this retraction as soon as the mistake was called to our attention.

The policy of this magazine is constructive, and our retraction will indicate how willingly we follow this policy.

Our best wishes go to Mr. Saul Sonnier of Lafayette, Louisiana, who obviously builds good, sound roofs. We are happy to remove any possible inference to the contrary which this ad may have created.

— SOUTHERN BUILDING SUPPLIES.

# ASSOCIATION ACTIVITIES

## Floridians Hear John Egan Explain Ways to Train Employees to Sell

TRAINED EMPLOYEES are the priceless ingredient in a profitable retail operation, John B. Egan emphasized to Florida dealers at the 39th annual convention of the Florida Lumber and Millwork Assn. in Clearwater on April 18. Egan is director of sales training for the Wood Conversion Co., St. Paul, Minn.

He listed the six areas of activity in the successful operation of a retail lumber business as markets, materials, machines, management, money, and manpower. For more efficient and productive manpower, he proposed these five suggestions for a training program:

"It must be a continuous program.

"The employer should take an active part, along with his employees.

"Schedule your program carefully.

"Set up a broad instruction program.

"Use educational films to underpin your personnel development program."

A panel of four Florida dealers discussed "How to Make a Fair Profit in a Highly Competitive Situation." They included Clyde McGinnes of Lakeland, Marion Pichard of Tallahassee, George Travis of Clearwater, and Raymond Tylander of West Palm Beach.

The panel moderator, Art Hood, editorial board chairman of *American Lumberman*, took a vote on seven goals presented by the members for the Florida dealers for the next three years in behalf of

an increase of 25 per cent in sales and profits. The same goals as those approved by the Southwestern Lumbermen's Assn. convention in Kansas City in January, these seven goals are: set up budgetary control; establish compensatory pricing under management control; organize to control sales to the consumer; establish consumer sales financing; set up retail sales management; make merchandising partners of contractors, builders, etc.; and work out a merchandising partnership with manufacturers, wholesalers, and yourself.

Chester C. Kelsey, of New York, manager of the Asbestos-Cement Products Assn. and past-president of the American Society of Association Executives, traced the development of modern trade associations and detailed their functions. He said that "a trade association is not only the creation of an industry, but it is one of the most effective tools of that industry. Because it acts for an entire segment of business, it is free from the taint of any selfish control and represents all of its members with impartiality."

Other speakers at the Florida convention were: C. B. Sweet, deputy commissioner of the Federal Housing Administration, Washington, D. C.; Clarence A. Thompson, Champaign, Ill., dealer and yard mechanization and Lu-Re-Co

champion; Dr. Frank Goodwin, University of Florida marketing professor; and Herman H. Block, acting head of the University of Florida's department of building construction.

Due to the illness of President Arthur Bivins of Miami, Vice-President Biemann Alexander of Daytona Beach presided over the convention sessions. He was elected to the presidency, to take office on October 1 along with other new officers and directors. J. E. Griffin of Lake Wales was re-elected vice-president, and A. A. Renuart Jr. of Miami was chosen as the new vice-president.

Elected directors for their districts were Henry H. Cary, Pensacola; Raymond Crabtree, Jacksonville; David Smyth, Cocoa; Robert Cameron, Dania; J. A. Christ, Arcadia; Howard M. Jones, Tampa; and Donald Smyth, Orlando.

## 515 Attend Louisiana Panel-Packed Meet

With dealer-testifying panel discussions in the spotlight, the 38th annual convention of the Louisiana Building Material Dealers Assn. at the Jung Hotel in New Orleans, March 18-20, was attended by 515 persons. Between business sessions they visited the exhibits of some 90 manufacturers, suppliers, and allied industry agencies.

James C. Downs Jr., head of the Real Estate Research Corp. in Chi-

New officers of the Louisiana Building Material Dealers Assn. talk over 1958-59 plans at the New Orleans convention. They are, from left to right: Arthur W. Foss of Lafayette, vice-president; T. W. M. Long of Shreveport, president; Robert L. Hamilton of Baton Rouge, treasurer and immediate past-president; and R. Needham Ball of Baton Rouge, executive vice-president. Mrs. Ball is secretary of the association.



cago, Ill., told Louisiana dealers that the outlook for residential construction and modernization sales looked brighter to him than many economists and forecasters had said it would be.

In panel sessions Wednesday afternoon and Thursday morning, three visiting dealers and a lumber manufacturer told of ways they are keeping up sales and controlling profits and overhead. Paul Deville, president of the Deville Lumber Company in Canton, Ohio, and vice-president of the National Retail Lumber Dealers Assn., explained his firm's sales of packaged home improvements on installment terms.

Dewitt C. Dawkins Jr., president of the Dawkins Building Supply Company in Jacksonville, Fla., urged Louisiana dealers to "Integrate Your Operations for Land Development and Contractor and

Consumer Sales."

Charles W. Peek Jr., president of the Peek-Hightower Lumber and Supply Company in Cedartown, Ga., told how he finances packaged selling in a small-city and rural trading area.

Joining the dealers in the panel sessions was Quentin T. Hardtner Jr., president of the Southern Pine Assn. and head of the Hardtner Lumber and Supply Company in Shreveport. His topic was "Why Manufacturers and Dealers Can and Must Work Together."

At a breakfast clinic Wednesday, the production, promotion, and sale of Lu-Re-Co component house parts was covered by a panel of industry leaders. They included Raymond H. Harrell of the Lumber Dealers Research Council, Dan Sedwick of the Douglas Fir Plywood Assn., and George Messner of the National Plan Service.

## Dealers Report at Arkansas Convention on Methods of Increasing Sales

PRACTICAL MEANS to get more profits from current operations held the interest of 326 dealers who attended the 54th annual convention of the Arkansas Association of Lumber Dealers at the Marion Hotel in Little Rock, April 9-10.

Headed by Don Campbell of Lebanon, Ky., vice-president of the Kentucky Retail Lumber Dealers Assn., a panel of dealers presented a lively discussion of budget-selling, profits from general contracting in the small town, and sales from advertising.



Two new officers of the Arkansas Assn. of Lumber Dealers are seen above. They are Jack Lowe of Hope, third vice-president, and L. A. Hardman of Helena, president.

Other new officers are John Paul Hammerschmidt of Harrison, first vice-president, and James O. Shannon of Jonesboro, second vice-president. E. DeMatt Henderson of Little Rock continues as secretary. A. C. Davidson is the treasurer.



Yes—and I'm interested in protecting the investment in my new home. That's why when I built it I asked my contractor to use Wolmanized® pressure-treated lumber. I made sure it was Wolmanized lumber, because I know that only nationally advertised Wolmanized lumber can give my home lifetime protection against termites and rot, and the cost is so low! Too, I am sure of beauty, plus protection, for Wolmanized lumber is not oily and it can be painted to the color schemes I want.

W-12



PRESSURE-TREATED LUMBER

If you're a dealer interested in products with growing profit potentials and markets, write for this booklet. It tells you about Wolmanized lumber, where to use it, where to get it.

Wolman Preservative Dept.  
KOPPERS COMPANY, INC.  
756 Koppers Building, Pittsburgh 19, Pa.



Wolmanized®  
PRESSURE-TREATED LUMBER

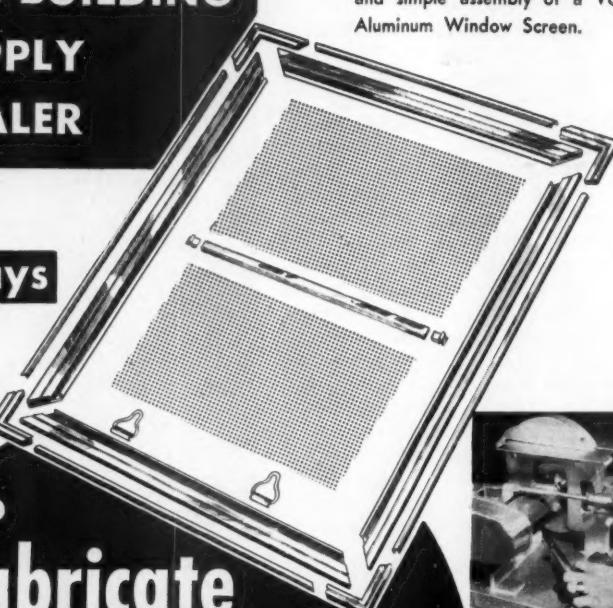
# MR. BUILDING SUPPLY DEALER

it pays

to  
fabricate  
and sell--  
**Vulco** ALUMINUM  
SCREENS and  
DOORS

A Few Tools, a Few Component parts ... VULCO "Know-How" and YOU'RE IN BUSINESS! In slack seasons, switch your idle labor to fabricating VULCO Aluminum Screens and Doors.

This is an exploded view of the parts and simple assembly of a VULCO Aluminum Window Screen.



VULCO electric saw miters channel correctly, easily and quickly — anyone can become expert after a few tries.



VULCO Aluminum Inserts are easily placed in position and presto! a super-strong corner.

With screen wire in position, roller locks wire in frame; add spline, and VULCO window screen or door is complete.



A Leader in the Industry since 1945  
Member: "National Association of Manufacturers"  
"Frame Screen Manufacturers Association"

QUALITY GUARANTEED — MAIL COUPON TODAY

BUY  
FROM

**Vulcan**

METAL PRODUCTS, Inc.

2801 6th Avenue, South  
Birmingham, Ala.

NEVER your COMPETITOR

Sales Offices: Atlanta, Ga.; Birmingham, Ala.; Boston, Mass.; Chicago, Ill.; Liberty, Mo.; New Smyrna Beach, Fla.; Somerville, N. J.; Tyler, Tex.; York, Pa.

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Please send me complete information about VULCAN Quality Products and VULCAN Service. No obligation.

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Robert Stair, West End Lumber Company, Little Rock, related how his company makes budget accounts profitable. Two years ago, budget selling was offered for accounts running from \$40 to \$100, to be paid out in from eight to 12 months, with interest of 10 per cent added to the full amount and prorated throughout monthly payments.

Stair advised the dealers to have their attorney check the form used for a revolving account.

Charles Razer, Dixie Lumber Company, Newport, said that "the main advantages of contracting are control over the job and better control of collections." His company does not handle commercial contracting unless the job is small, because the smaller construction offers more profit. Every contracting operation, from a new roof to a complete new house, is undertaken.

In a discussion on speculative building or inventory building, several dealers in the audience agreed that this is profitable when business is slack. Some dealers keep a few building lots available for this.

James Wiseman, Wood-Freeman Lumber Company, Searcy, revealed that the 1.6 per cent of gross sales that his firm devotes currently to advertising pays for daily radio announcements, weekly newspaper advertisements, road signs, and direct-mail. He finds radio advertising most profitable. He urged dealers to promote lumber in all advertising, revealing that in January of this year 32 per cent of his sales were in lumber.

Don Campbell revealed that a Kentucky yard finds it profitable to offer appraisal service to homeowners who wish good coverage with fire insurance. The yard's appraiser evaluates the property without charge, a service that insurance companies appreciate. The advantage to the dealer offering this service is that people are made to realize today's greater realty values.

Good listening as a means of holding customers was the subject of a talk by Wesley Wiksell, professor at Louisiana State University. Declaring that the cause of much inefficiency about store and yard is poor listening, he recommended that dealers have a program that encourages good listening habits among all employees.

"If you want to drive customers away, don't listen carefully to

everything they say," he emphasized. The good listener waits several seconds before replying, to impress the customer, Wiksell said.

The telephone as a sales instrument was boosted by Charles Bury of Dallas, Texas. He explained that some important executives make their own telephone calls because the telephone is a valuable public relations tool. Most impressions on the telephone are made at the beginning and at the end of the conversation.

Bury advocated novel salutations in answering the telephone, such as "Brown, at your service!" To end a call, "Thanks for calling." He recommended training everyone who answers the telephone in the use of positive instead of negative statements. "Some dealers spend thousands getting new customers, and then get rid of them by letting people with no training in telephone salesmanship deal with them over the wire."

Paul Hollenbeck of Burbank, Calif., publisher of the *Market Analyzer*, started his pricing clinic by warning dealers: "Sales volume is good, but unless we change our tactics in pricing, we won't make

money."

He said that a fair-trade price does nothing except accomplish a ceiling. It has never accomplished a floor. Uniform mark-up does not work, and the dealer will not make money unless he learns that overhead fluctuates in different areas and operations of yard and store. Hollenbeck illustrated this with a truckload of lumber going to a construction job. The overhead on this is far different from overhead on a single piece of lumber sold from the yard. The overhead on this sale is actually higher than the selling price of the piece.

"Thirty per cent of all your merchandise represents 65 per cent of sales. You need some 250 per cent mark-ups. Forget about the 50 per cent mark-ups. You have to get some long mark-ups to make up for short ones."

Hollenbeck advocated costing all tickets each day, in order to know, from day-to-day, what profits are made. During the discussion that followed, James Wiseman revealed that since he has been costing his tickets daily, he has uncovered many items priced too low. He said it requires 90 minutes to cost 150 tickets each afternoon.

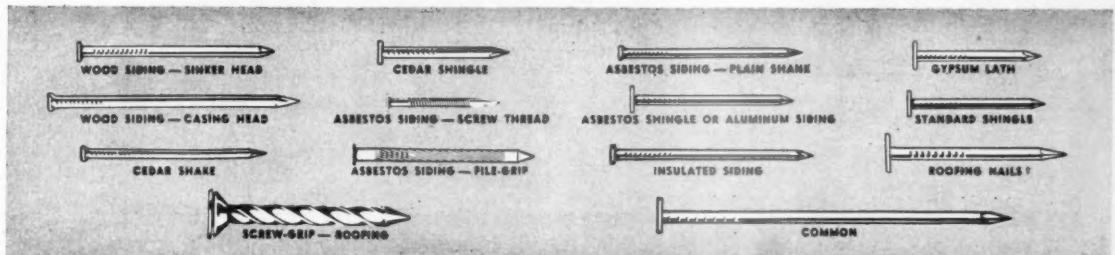
## Mid-South Convention Clicks in Memphis

So well attended and appreciated was the Mid-South Convention and Building Material Show in Memphis, Tenn., March 31-April 2, plans are being made to hold another one next spring. The convention was sponsored by the Tennessee Building Material Assn. at the Ellis Auditorium, with the support of a strong local committee of jobbers and dealers.

Secretary-Manager reported a total attendance of 593 persons, including 219 dealer personnel. Thirty-four exhibits of manufacturers and suppliers surrounded the meeting area.

Ways for dealers to step up their profits through more sales and services were spelled out for the Mid-South assembly by Don Campbell, executive vice-president of the Kentucky Retail Lumber Dealers Assn.; John R. Doscher of New York City, president of Building Sales Development; and Norman P. Mason of Washington, commissioner of the Federal Housing Administration.

Campbell stressed the need for



## ALUMINUM NAILS



HANDY JOB SIZE PACK . . .

... TEMPRITE RETAIL PACK

BULK 50 POUND CARTONS

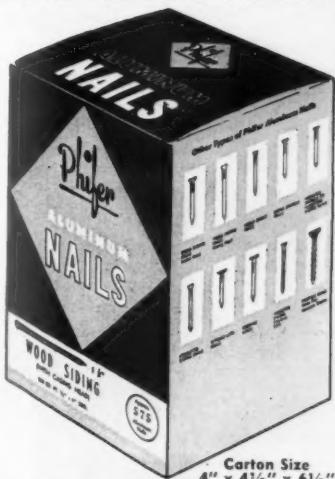
Send Your Inquiry Direct to

PHIFER WIRE PRODUCTS

TUSCALOOSA, ALABAMA

TELEPHONE PLAZA 2-5594

WRITE OR CALL FOR SPECIFICATIONS AND DELIVERED PRICES



Carton Size  
4" x 4 1/2" x 6 1/2"



This **DIXISTEEL® Building**  
**COST ONLY \$3.32 A SQUARE FOOT**

Complete with air conditioning



\$1.46 a sq. ft. for this 25,200 sq. ft. warehouse, including all accessories



\$4.00 a sq. ft. for this 6,000 sq. ft. warehouse and air-conditioned office.



\$2.00 a sq. ft. for this 10,000 sq. ft. hanger, including expensive hanger doors at each end

HOME OF  
**DIXISTEEL®**  
 PRODUCTS

FREE ESTIMATES • NO OBLIGATION

Steel Building Division

**Atlantic Steel Company**

575 14th St. Atlanta, Ga. • TRINITY 5-3441

better trained salesmen.

Doscher detailed the potential for dealers in home modernization sales.

Mason asserted that good homes at lower cost are the greatest contribution the building industry can make to an improved economy.

H. C. Buchan Jr., president of Lowe's, Inc., of North Wilkesboro, N. C., called for more research toward new products and less encouragement of high prices for materials by manufacturers.

Buchan participated in a panel discussion on sales problems and methods with M. A. Hassinger, treasurer of the Hassinger Organization, wholesalers in Bristol, Knoxville, and Chattanooga; C. E. Thompson, Memphis dealer, and Ab Taylor of the City Lumber Co., Jackson.

In a thorough analysis of the construction market and outlook, E. W. Magee of New York, associate economist of the F. W. Dodge Corp., concluded that "the outlook for construction as a whole for 1958 is fairly good — provided the recession is brought to an early halt — a big IF at this point. The prospective decline in business building should be more than offset by increases in government construction — especially schools and highways — and by a MILD upturn in housing."

**Wilson Virden Heads  
 Mississippi Dealers**

Wilson Virden of Rolling Fork is the new president of the Mississippi Retail Lumber Dealers Assn. He was elected at the body's 32nd annual convention, in Biloxi, March 27-28, to succeed A. S. Gilbert Jr. of Yazoo City.

Other new officers of MRLDA include Harry Lott of Winona, first vice-president; D. R. Burke of Ruleville, second vice-president; and E. B. Lemmons of Jackson, secretary-treasurer. R. C. Stockett Sr. of Jackson was named NLRDA dealer-director, succeeding Earle M. Jones. W. L. Solomon of Belzoni is alternate to Stockett.

The association directors include D. M. Fleming Jr. of Cleveland; J. N. McCorkle of Greenville; Fred Garst of Vicksburg; H. F. Prosser of McComb; W. C. Brondon of Passagoula; Charles Palmer of Forest; Albert Simmons Jr. of West Point; Bill Jones of Iuka, and B. O. Elliott Jr. of Oxford.

# AOF for OAK



## **WALL PANELING**

$\frac{3}{4}$ " Red or White Oak, V-Joint  
6" and 8" widths in the following grades:

### ***Classical***

Practically clear except for occasional burl, pin worm hole or other slight imperfection that will not impair the appearance of a fine formal wall.

### ***Colonial***

May contain all types of sound defects, but must be usable in the entire width and length of each piece and make a finished wall of good appearance.

---

## **PLANK FLOORING**

$\frac{25}{32}$ " thick, 4", 6", 8" widths.  
4' and longer lengths in the following grades:

### ***Georgian***

Practically clear — approximating standard select and better grades.

### ***Informal***

Contains sound character marks and slight variable imperfections.

## **ATLANTA OAK FLOORING CO.**

GENERAL OFFICES AND PLANT—ATLANTA, GEORGIA

SAVANNAH, GA. • CHATTANOOGA, TENN. • CHARLOTTE, N. C. • RALEIGH, N. C.  
JACKSONVILLE, FLA. • MIAMI, FLA. • TAMPA, FLA. • ORLANDO, FLA.

**FOR IMMEDIATE DELIVERY,  
CONTACT THE AOF  
BRANCH NEAREST YOU**

## Standing Committees of NRLDA Named

James C. O'Malley, president of the National Retail Lumber Dealers Assn., has appointed the NRLDA standing committees for 1958.

The committee on budget is headed by Paul R. Ely of North Platte, Neb. Donald A. Campbell of Lebanon, Ky., John C. Paty of Elizabethton, Tenn., and H. L. Stokely of Brownsville, Tex., are Southern committee members.

E. Donald Sterner, Belmar, N. J., is chairman of the committee on by-laws. He is assisted by C. I. Cheyney of Bluefield, W. Va.

The committee on education and merchandising has Paul R. Ely as chairman. Members of the committee include Harry V. Balcom of Bossier City, La., and John Everitt of Enid, Okla.

Phil Creden of Chicago, Ill., is general chairman for the committee on exposition. Vice-chairman is T. Merritt Ludwig of Reading, Pa. R. A. Schaub of Whiting, Ind., is financial chairman. Program chairman is Deyo W. Johnson of Ellenville, N. Y. Oertell Collins of

Savannah, Ga., is attendance chairman.

James C. O'Malley is chairman of the committee on industry relations. No Southerner was appointed on it.

The committee on materials handling is headed by Stuart S. Caves Jr. of Honeoye Falls, N. Y. He is assisted by B. J. Stahlman

of Houston, Tex.

The committee on retirement includes J. Hammond Geis of Baltimore, Md., and Henry J. Munnerlyn of Bennettsville, S. C.

The committee on standards includes Chairman Chester T. Hubbell of Albany, N. Y., Donald A. Campbell, and R. C. Tylander of West Palm Beach, Fla.

## HELPFUL LITERATURE

**ASBESTOS-CEMENT MANUALS.** "Application Methods for Flat Asbestos-Cement Sheets" gives instructions and illustrations for the application, cutting, handling and storing of flat asbestos-cement sheets. "Application Methods for Asbestos-Cement Siding" gives instructions for proper application, with emphasis on nailing. Asbestos-Cement Products Assn., Dept. SBS, 509 Madison Avenue, New York 22, N. Y.

**BRICK AND TILE DATA.** Technical Notes gives recommended specifications for brick and tile, job

specifications for structural clay products, and ASTM specifications for brick, structural facing tile, and structural clay tile. Southern Brick and Tile Manufacturers Assn., Dept. SBS, 230 Spring Street, N. W., Atlanta 3, Ga.

**FINISH-GRADE REDWOOD.** "Redwood Finish Grades" is fifth in the series of full-color information charts offered by the Simpson Redwood Co. Dept. SBS, Arcata, Calif. The 8 1/2" x 22" cardboard chart illustrates clear, all heart, and aye grade, each in vertical and flat grain.

**STAINLESS-STEEL SINK.** The Carlton Manufacturing Co., Sink Division, Dept. SBS, Carrollton, Ohio, offers a catalog supplement. It shows 12 new Carlton stainless-steel sinks in photographs and lists line specifications.

**RAFTER DESIGN.** A new Teco trussed rafter design, No. 676, provides a sloping winged interior effect, while the exterior roof retains the appearance of a low-slope pitched roof. Adaptable for spans from 30' to 50', the diamond-trussed rafter is ideal for homes, garden apartments, and commercial structures. Timber Engineering Co., Dept. SBS, 1319 18th Street, N. W., Washington 6, D. C.

**OUTDOOR LIGHTING.** "How-to Book of Outdoor Lighting Promotion" is a 50-page booklet. It is full of answers and information on how to plan, promote, and sell residential outdoor lighting. General Electric, Dept. SBS, Nela Park, Cleveland 12, Ohio.

**MATERIAL STANDARDS.** ASA offers a free "Price List and Index of American Standards." The 67-page booklet lists the 1,723 voluntary national standards approved by the ASA. It also lists ISO and IEC recommendations. American Standards Assn., Dept. DD-7—SBS, 70 East 45th Street, New York 17, N. Y.

**FIBER-GLASS PANELING.** The Resolite Corp. offers a 22-page catalog of plastic daylighting products. It contains specifications, architectur-

## DEALERS SELL



FAMOUS BRAND

# TANDROTINE

PAINT THINNER

ECONOMICAL  
NON IRRITATING  
PLEASANT ODOR  
HIGH FLASH POINT  
LONG LEVELING (NO BRUSH MARKS)  
LONG WET EDGE (NO BRUSH MARKS)

Dealers realize greater profits through faster

turnover and higher markup. Stock TANDROTINE — today!

al and engineering details, and suggested applications for the Resolite line of Fiberglas-reinforced plastic panels. Resolite Corp., Dept. SBS, Zelienople, Pa.

**METAL LATH.** A technical bulletin entitled "Metal Lath Specification Check List" is offered free by the Metal Lath Manufacturers Assn., Dept. SBS, Engineers Bldg., Cleveland 14, Ohio. Bulletin No. 19 is designed as an aid to writing metal lath and plaster specifications.

**GLASS BLOCKS.** A 32-page catalog on colored glass blocks and glass-block curtain walls has been released by the Pittsburgh Corning Corp., Dept. SBS, One Gateway Center, Pittsburgh 22, Pa. It contains seven pages of detail drawings of elevations and sections of typical glass-block panels.

**KITCHEN SAFETY.** To help eliminate accidents that lurk in the family kitchen, American Visuals Corp., Dept. SBS, 460 Fourth Avenue, New York 16, N. Y., has published "Dangers in the Kitchen." This 16-page booklet lists the dangers that can arise from electrical outlets and appliances, cleaning fluids, poisons, and gas appliances in the kitchen—and gives precautions against these dangers. It includes antidotes for poisons, a safety "check-list," and a "tear-out" strip for writing in emergency phone numbers.

## Stanley Has New Tool Warehouse in Dallas

A new Southwestern regional warehouse and office building for the Stanley Works of New Britain, Conn., has been completed in the Brook Hollow industrial district of Dallas, Tex.

The new building, at 8516 Directors Row in Brook Hollow, houses the regional sales and warehouse operations of the Stanley-Judd drapery hardware division. It also provides warehouse space for Stanley Electric Tools. Stanley-Judd will service Texas and Oklahoma. Stanley Electric Tools will service Texas, Oklahoma, Louisiana, Mississippi, and Arkansas.

Paul E. Good is manager of the new warehouse. He previously was assistant manager of the Stanley-Judd wood specialties plant in Chattanooga, Tenn.

Frank R. Pavelich Jr. is Southern sales representative for the Stanley-Judd division. Robert W. Brandt serves similarly for the Stanley Electric Tools division.



**"A Thing  
of Beauty  
is a Joy  
Forever" . . .**

**AND IT SELLS**

"MY FAIR LADY", one of the most beautifully staged musicals of modern history has been a sellout for years—because it has *appeal*.

You, too, can establish new sales records with the beautiful new wood grained finish gypsum wallboards by Bestwall. Created specifically to meet the modern home owner's demand for interior beauty, the newly designed

line of wood grained boards . . . Driftwood Mahogany . . . Fawn Mahogany . . . and Autumn Mahogany provides the latest fashions for your customers' home remodeling needs.

Wood grained finish gypsum wallboards by Bestwall in addition to the new Driftwood Mahogany . . . Fawn Mahogany . . . and Autumn Mahogany . . . also come in Knotty Pine and Figured Aspen. This complete line of wood grained gypsum wallboards gives your customer a broad selection of modern, beautiful, and appealing wallboard finishes. Beautiful wood grained gypsum wallboards by Bestwall are your best beauty bet for sales.

For full color catalogs, brochures, and selling aids, fill in and send the coupon.



Bestwall Certain-teed Sales Corp., Dept. SO  
120 E. Lancaster Ave.  
Ardmore, Pa.

Please send me full color brochures with information and illustrations of your "Home Owner Specified" line of wood grained finish gypsum wallboards.

Name. . . . . Title. . . . .

Company. . . . .

Street. . . . .

City. . . . . Zone. . . . . State. . . . .

Manufactured by Bestwall Gypsum Company—sold through  
**BESTWALL CERTAIN-TEED SALES CORPORATION**

120 East Lancaster Avenue, Ardmore, Pa.  
EXPORT DEPARTMENT: 100 East 42nd St., New York 17, N.Y.

**SALES OFFICES**  
ATLANTA, GA.  
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CLEVELAND, OHIO  
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DES MOINES, IOWA  
DETROIT, MICH.

EAST ST. LOUIS, ILL.  
JACKSON, MISS.  
KANSAS CITY, MO.  
MINNEAPOLIS, MINN.

WILMINGTON, DEL.  
RICHMOND, CALIF.  
SALT LAKE CITY, UTAH  
TACOMA, WASH.

# WHOLESALE NEWS

## NEW TWIST\* gives SPIREX floating-lift action!

\*

Like a variable pitch propeller, the graduated twist of the new Spirex torque rod provides constant lifting power all the way up and down. Actuated by a more responsive coil spring and quietly gliding through a new nylon drive bearing, this graduated rod makes windows operate almost without effort.

## NEW SPIREX eliminates profit-robbing service calls

Why continue to let window servicing call-backs eat away at the normal profit to which you are entitled? Any dealer or builder who handles or installs Spirex-balanced windows will tell you that it doesn't have to be.

Now, the Spirex balance is even better than ever before. The graduated twist of the spiral rod provides constant lifting and holding power all the way up and down. A more responsive flat coil actuating spring reduces inertia, and a new nylon drive bearing eliminates friction and noise. The result is the spiral sash balance that makes a good window better.

You can count on more satisfied customers, virtually no servicing call-backs, and a better margin of profit when you handle and install quality windows with new Spirex balances.

For additional information on the new Spirex call your Caldwell representative or contact the factory:

CALDWELL MFG. CO.,  
63 Commercial St., Rochester, N. Y.



SPIRAL AND  
CLOCK SPRING  
SASH BALANCES

SINCE 1868

ROCHESTER, N.Y. • JACKSON, MISS.

MEMPHIS, TENN.: The American Sash and Door Co., 5079 Old Summer Rd., is the new distributor for the Nevamar Division of the National Plastic Products Co. In addition to Nevamar high-pressure laminates, American Sash and Door Co. handles sink rims, cement, doors, windows, and other lumber items.

ATLANTA, GA.: The Plywood Supply Co. has been named exclusive local distributor of Ameri-plywood prefinished paneling, manufactured by the Southwood Corp. of Fort Worth, Tex. The Plywood Supply Co. has branches in Columbus, Ga. and Tampa, Fla.

FORT WORTH, TEX.: The Fort Worth Sash and Door Co. has been appointed a wholesale distributor of Armstrong building products. R. E. Brown is president of the firm.

ATLANTA, GA.: Con Spec Distributors is the new Southeastern representative for the Nudor Manufacturing Co. The firm, under the direction of L. Q. Ball Jr. and Gill Mende, will stock Nudor's complete line of Hi-Lo doors at 593 Virginia Avenue, N. E.

COLUMBUS, GA.: From his home here at 2308 16th Avenue, Wilmer E. Dennis now represents the Birmingham Sash and Door Co. in southeast Alabama and southwest Georgia. He replaced Ralph Ferguson, who was transferred last year to a city territory in Birmingham to work out of the home office of this Huttig Sash & Door Co. division.

HIALEAH, FLA.: The Hialeah Division of Southern Sash of Florida, Inc., continues — along with the new Fort Lauderdale division — to supply Ualco aluminum windows in the southern area. The Tampa division supplies Southern Sash customers in north Florida.

## Bluefield Man Heads AED

At the 39th annual meeting of Associated Equipment Distributors, H. D. Anderson, Rish Equipment Co., Bluefield, W. Va., was elected president.

Other AED officers include Jewel A. Benson, Benson Tractor Co., Houston, Tex., vice-president.

## Barclay Names Jobbers

The Barclay Manufacturing Co., Inc. has appointed five new distributors in three Southern states for its Barclite translucent fiber-glass reinforced paneling.

The new distributors are Dealers Supply Co., Durham, N. C.; Addison-Rudesal, Inc., Atlanta, Ga.; Henderson, Black & Green, Troy, Ala.; Becker Builders Supply, Wilmington, N. C.; and Newman Wholesale, Asheville, N. C.

## HARTLEY AND BLACKSTONE WIN TOP AWARDS



At company headquarters in Atlanta, Ga., Paul H. Fox, center, president of the Reynolds Aluminum Supply Co., presents engraved gold watches to the firm's two top salesmen in 1957. LeRoy Blackstone, left, an Atlanta salesman, turned in the highest individual gross profit for '57. J. D. Hartley of Florence, Ala., right, attained the highest individual gross sales last year for the company's warehouse division. Eighty sales representatives throughout the Southeast competed for the two excellency prizes.

## Bob Stelzer Directs Harbor Plywood Sales

R. L. Stelzer has been appointed director of sales for the Harbor Plywood Corp. of Aberdeen, Wash., by President Martin Deggeler. Stelzer has been with Harbor for 13 years. During the past eight years, Deggeler said, Stelzer has achieved an outstanding record as district sales manager for the Jacksonville, Fla., area.

Stelzer succeeds H. W. Van Natta as Harbor sales director. Van Natta will return to warehouse management as manager of Harbor Plywood's Jacksonville warehouse. He formerly managed the Atlanta, Ga. sales district.

## Dixie Lumbermen to Meet in Augusta

The cruise to Nassau and Port-au-Prince, Haiti, for members of Carolina-Virginia Lumbermen's Club and the Southeastern Lumbermen's Club has been cancelled, due to boat repairs to the Arosa Sun.

Instead, the joint meeting will be held at the Bon Air Hotel in Augusta, Ga., May 19-20. The golf tournament will be played off Monday. Business sessions will be held Tuesday.

## Window Distributors Cited by Alwintite

Five Southern distributors of Alwintite aluminum window products were presented qualified distributor awards by Vice-President T. C. Carter of the General Bronze Corp., Garden City, N. Y., at a sales seminar held recently in Cincinnati, Ohio.

Plaques in recognition of high standards of business management and exceptional window sales in 1957 were received by Elmer Daab for Klutho-Daab, Inc., St. Louis, Mo.; Bill Hitchcock for United Clay Products, Washington, D. C.; Ray Kimball for the Chattanooga (Tenn.) Venetian Blind Co.; Robert Burkhardt for the Wilson-Weesner-Wilkinson Co., Nashville, Tenn., and Robert von Gunten for Wm. D. Bowers Lumber Co., Frederick, Md.

## Jobbers Meet in Memphis

The 23rd annual meeting of the Southern Sash and Door Jobbers Assn. will be held at the Hotel Peabody in Memphis, Tenn., June 9-10. Secretary Manager Tom Birchfield is lining up a program blending business sessions and recreation.

## Boulay Wins Sales Award Again in Md.

Raymond E. Boulay, sales representative of the Harbor Sales Co., received the National Sales Executives 1957 distinguished salesman's award at a recent dinner meeting of the Sales Executives Council of the Baltimore Assn. of Commerce.

Boulay has the distinction of being the first salesman from the "House of Harbor" to win the award for the second time. He previously earned this honor in 1955.

Boulay is well-known to the lumber dealer trade in southeast Pennsylvania, Maryland, and Delaware.

WISE BUILDERS INSIST ON GENUINE

# BUR-O-WAL

Rigid Backbone of Steel For Every Masonry Wall



Dur-O-wal Div., Cedar Rapids Block Co., CEDAR RAPIDS, IA. Dur-O-wal Prod., Inc., Box 628, SYRACUSE, N. Y. Dur-O-wal Div., Frontier Mfg. Co., Box 49, PHOENIX, ARIZ. Dur-O-wal Prod., Inc., 4500 E. Lombard St., BALTIMORE, MD. Dur-O-wal of Ill., 119 N. River St., AURORA, ILL. Dur-O-wal Prod. of Ala., Inc., Box 5446, BIRMINGHAM, ALA. Dur-O-wal of Colorado, 29th and Court St., PUEBLO, COLORADO Dur-O-wal Inc., 165 Utah Street, TOLEDO, OHIO

BE SURE!

ARROW'S

CEILTILE® Staples\*

Never fractures flange of ceiling tile!

TESTED &  
APPROVED BY



Armstrong  
CELOTEX

Gold Bond  
BUILDING PRODUCTS

\*Only Arrow's T-50 Staple Gun takes Ceiltile

Arrow sells only through the trade!

ARROW FASTENER CO., INC.  
ONE JUNIUS STREET, BROOKLYN 12, N. Y.



## ALUMINUM TURBINE VENTILATORS



FIRST to offer Aluminum Turbine Ventilators at the same price as galvanized steel units. Rubber cushioned rotor suspension for quiet, vibration-free operation. Low head inertia and lifetime lubricated deep groove ball bearings assure positive exhaust under all conditions. All-aluminum—no maintenance. Also available in galvanized steel at same price.

LESLIE... LEADERS IN VENTILATION SINCE 1939

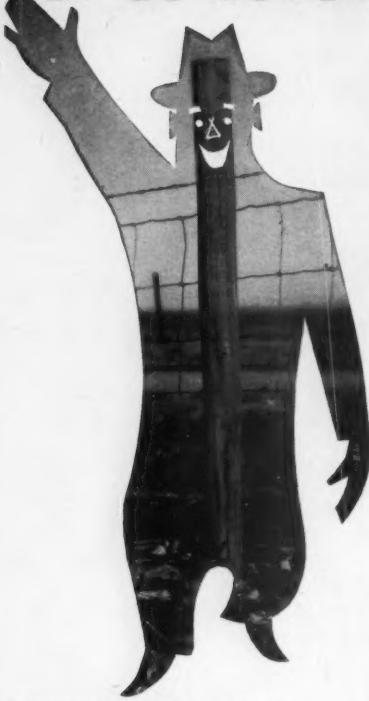


Write for Catalog



LESLIE WELDING CO., INC.  
2935 WEST CARROLL AVE., CHICAGO 12, ILL.

# HERE'S A SALESMAN THAT'S BEEN SELLING For 40 Years



This TIME-TESTED Long-Bell Creosoted Post has been on the job near Yorktown, Ill. for 40 years. This, like millions of other L-B Posts all over the country, is giving constant service and satisfaction. They have built an acceptance for Long-Bell dealers everywhere.

Long-Bell Creosoted Posts are pressure-treated with 100% creosote oil, almost a half gallon in the average-sized line post.

Manufacturers of these other "lifetime" products—

#### CREOSOTED SOUTHERN YELLOW PINE &

#### DOUGLAS FIR:

POSTS • POLES • PILING

LUMBER • CROSS ARMS • TIES

#### WOLMANIZED® DOUGLAS FIR LUMBER

#### UNTREATED FABRICATED TRUSSES

629 W. Bldg.  
Houston, Texas  
209 Phildor Bldg.  
Dallas, Texas  
P. O. Box 192  
DeRidder, La.

410 T&P Pass.  
Station Bldg.  
Ft. Worth, Texas  
415 New Moore Bldg.  
San Antonio, Texas  
Leonhardt Bldg.  
Oklahoma City, Okla.



There Is No Substitute  
For The L-B Brand

INTERNATIONAL PAPER COMPANY  
**Long-Bell**  
DIVISION  
KANSAS CITY, MO. • LONGVIEW, WASH.



New officers of the West Coast Lumbermen's Assn. posed at the recent stockholders meeting in Portland, Ore. Seated, left to right, are C. Henry Bacon, Shelton, Wash., vice-president; Jack Fairhurst, San Rafael, Calif., president; and William Swindells, Portland, secretary. Standing, from left, are H. V. Simpson, executive vice-president; Eliot Jenkins, Springfield, Ore., vice-president; Robert A. Murphy, McCloud, Calif., vice-president. Not shown is the treasurer, Hall Templeton of Portland.

## WCLA Joins in Plan for Wood Promotion

Better merchandising and free enterprise are the lumber industry's most powerful weapons in the sales battle against competitive materials, N. Floyd McGowin, president of the National Lumber Manufacturers Association, declared at the 47th annual meeting of the West Coast Lumbermen's Assn.

McGowin said a \$1,250,000-a-year national merchandising program proposed by NLMA will develop "new markets for wood and create a glowing public image of lumber and wood products as friends of man."

In approving plans for this program, McGowin asserted, the stockholders of the West Coast Lumbermen's Assn. have performed a "courageous act" — one that constitutes a great shot in the arm for the entire lumber industry."

Such developments, he declared, should give the lumber industry new strength to resist government controls and interference. "We (the lumber industry) have no subsidies, benefit payments, or outside help of any sort — and we seek none. All we want is fair play and a rational tax system, and we will take our chances with our own destinies."

"The additional national promotion program," said WCLA Executive Vice-President H. V. Simpson, "has been approved with the understanding that it will in no way interfere with or conflict with the highly successful 12-year national advertising and promotion program of WCLA."

## Perlite Producers Happy Over Outlook

Perlite producers from 14 states, Cuba, and Mexico heard speakers cite a number of upward demands for perlite at the Perlite Institute's ninth annual meeting recently in Fort Lauderdale, Fla.

Demands for the white, ultralightweight volcanic mineral include increasing use of fire-retardant perlite plaster; growing acceptance of perlite insulating concrete for roof decks, curtain-wall back-up systems and other applications; greater usage of perlite in such manufactured products as acoustical plaster and tile.

D. Loring Marlett, vice-president of the mining and mineral products division of the Great Lakes Carbon Corp., was elected president. The new vice-president is Norman E. Braun, operations manager of the Cleveland Gypsum Co., Cleveland, Ohio.

Exterior doors have **MORE SALES APPEAL** with...

# ART GLASS DOOR LIGHTS of Distinction



**FRAMES**  
available in  
Tupelo Gum  
Beech  
Maple  
Oak  
Mahogany

Builders quickly see the merit of exterior doors that include Art Glass door lights. Art Glass enhances any entranceway... adds sales appeal to the entire home. Available in 11 new simulated-lead designs, or imported Bavarian cast glass in either round or diamond pattern... gold or green tint, or clear. "Leaded" designs are ceramic-fired... duplicate the blue-grey color of the genuine article. The Art Glass line covers a complete range of shapes and sizes.

For full details contact your jobber, or write:

**MAYWOOD, Inc.**  
P.O. Box 706

Amarillo, Texas

**Whitest**



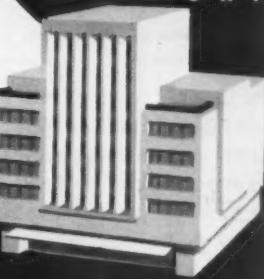
*Whitest in the bag*

**THE WHITEST WHITE  
BY ANY STANDARD**

Trinity White Portland Cement is whitest in the bag... whitest in the mix... whitest in the completed job. You can see the difference! This is a true portland cement—it works the same as any portland—looks much better. The extra whiteness of Trinity White has made it a favorite of architects. Recommend Trinity Brand White Cement for architectural concrete units, stucco, terrazzo or any other concrete where whiteness or purity of color is important.

**Trinity White**

P O R T L A N D C E M E N T



*Whitest in the  
completed job*

A product of **GENERAL PORTLAND CEMENT CO.**  
CHICAGO • DALLAS • CHATTANOOGA • TAMPA • LOS ANGELES

*As white as snow*

# MANUFACTURER NEWS

PORT CHESTER, N. Y.: Arthur C. Connor has been appointed sales representative in the Philadelphia area for the **Russell, Burdsall & Ward Bolt and Nut Co.** Connor will serve the company in Washington, D. C., Maryland, and Delaware from headquarters in Ardmore, Pa.

WASHINGTON, D. C.: Louis A. Patronsky has been named Western manager for the wood products research laboratory of the **Timber Engineering Co.** at Coeur d'Alene, Idaho. Patronsky formerly served as director of product development for Pack River Tree Farm Products, and as assistant vice-president and director of products development for the Wabash Screen Door Co.

GLOUCESTER CITY, N. J.: The **Ruberoid Co.** has placed in operation a new dry-felt machine at its mill here. The machine is designed to produce 65 tons of felt a day. Dry felt is the base material on which asphalt roofing and hard floor covering is made.

DALLAS, TEX.: Dallas and Houston were recent targets in the cam-

paign to promote the use of redwood lumber. Phil Lewis and Barney Bates of the **California Redwood Assn.** called on newspapers and lumber dealers. At dinner meetings scheduled for the home builders association in Houston and Dallas, CRA promotion men Owen T. Stebbins and Jack Behrens presented a color film and slide-illustrated talk on "How Redwood Helps Sell Houses."

NORTH HOLLYWOOD, CALIF.: George E. Fowler and Donald C. Maginski have joined the staff of the **Nudor Manufacturing Corp.** Fowler serves as sales engineer in the architectural division. Maginski will serve as chief engineer for the firm. Jack Dunham has been promoted to assistant to the director of sales.

PORTRLAND, ORE.: J. A. Eccles has been appointed assistant to George Royer, manager of the plywood department of **Dant & Russell, Inc.** Eccles previously served with Long-Bell Lumber Co., M & M Woodworking Co., Diamond Lumber Co., and the Vancouver Plywood Co.

ROANOKE, VA.: William M. Ritter II has been named chief executive officer of the **W. M. Ritter Lumber Co.** He succeeds James W. Damron. Ritter has been president of the lumber company for several years. He is a graduate of Princeton University and a great-nephew of the late W. M. Ritter, founder of the company.

GARWOOD, N. J.: Charles W. Fuhrer has been appointed Eastern zone sales manager for the **Diamond Expansion Bolt Co., Inc.** His territory covers all of the United States east of Denver, Colo. Fuhrer started with the company in 1935 and has served as assistant sales manager since 1955.

NEW YORK, N. Y.: George B. Amidon, director of woodlands for the **Minnesota and Ontario Paper Co.** has been elected president of the American Pulpwood Assn. He is an alumnus of the University of Minnesota's school of forestry.

LACEYVILLE, PA.: Louis B. Gloor, formerly associated with Gloor Lumber and Supply in

## Flash!!!

No high freight costs to pay because  
we're close to all Southern distributors.

For full information write to:

**GARDNER**  
OF FLORIDA

912 Ruby Street • Tampa, Florida



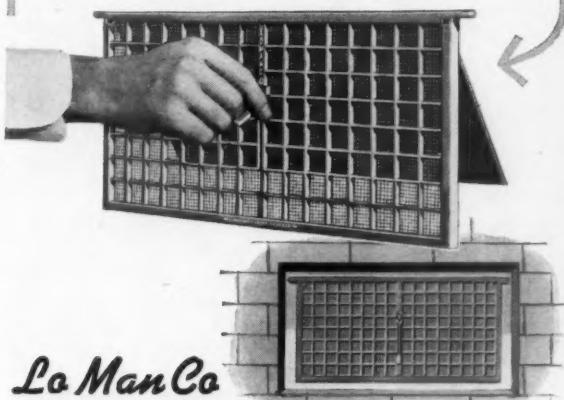
### *Speaking of S-B-S\*...*

DWAYNE LARSON, president of the Larson Lumber Company in Salina, Kansas, wrote to S-B-S\* as follows:

"We always look forward to receiving our copy of SOUTHERN BUILDING SUPPLIES. We particularly like the way your writers present, and come to grips with, our many problems in the retail lumber and building material business. Your case histories of successful dealers are very informative and educational for everyone."

\* Southern Building Supplies Suits Building Suppliers

*First choice of*  
builders from  
coast to coast!



*Lo Man Co*

## FOUNDATION VENTILATORS

Why are Lo Man Co Foundation Ventilators the choice of more builders each day? Because they are an attractive, new improved and construction-tested design. . . They are made of die-cast aluminum alloys, and are far stronger than sand-cast scrap aluminum units already on the market . . . they will not rust or deteriorate . . . they're faster and easier to install . . . they're available in four models—all one standard 8"x16" size, with or without screens and shutters . . . they're completely approved by FHA and Public Housing authorities.

For quality and economy, for proper ventilation and life-time service—your best buy is Lo Man Co Foundation Ventilators.

*Ask your jobber or write today for complete information.*

### ONE STANDARD 8" x 16" SIZE

4 Models Available

**No. A10** Aluminum Ventilator GRATE only—provides 104" of free area.

**No. A20** Aluminum Ventilator GRATE with 8x8 mesh SCREEN—provides 83.2" of free area.

**No. A30** Aluminum Ventilator GRATE with 8x8 mesh SCREEN, and aluminum SHUTTER. 83.2" of free area.

**No. A30A** Same as No. A30, but with galvanized metal shutter. 83.2" of free area.

*America's Largest Exclusive Louver Manufacturer*

# Louver

MANUFACTURING COMPANY

3603-SB WOODDALE AVE.

•

MINNEAPOLIS, MINNESOTA

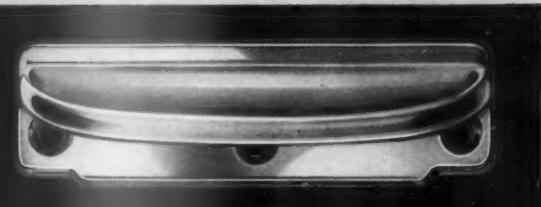
**IVES**  
**CAM-TITE®**

SASH LOCK . . .



No. 4

with  
Matching SASH LIFT



No. 29

**No. 4 Cam-Tite Sash Lock . . .** Modern styling—easy sweeping lines. Cam-Tite has a positive, direct pull, locking the sash securely without side thrust. Made in wrought brass and steel in standard finishes.

**No. 29 Sash Lift . . .** Engineered for strength—designed for beauty and utility. Accentuating simple lines and freedom from sharp corners. The slight incline to the Lift permits a sure finger grip. Made in wrought brass and steel in standard finishes. No. 29 is an ideal companion to the Ives new No. 4 Cam-Tite Sash Lock.

**No. 4 Counter Demonstrator**

... Displaying both the new No. 4 Cam-Tite Sash Lock and the No. 29 Sash Lift.



8" high—6" x 3½" counter space.

THE H. B. IVES COMPANY  
NEW HAVEN, CONN.

# Here's Why **ZEGERS** *Dura-seal*

Provides the Most Effective  
All-Weather Protection!



A "quality-built" house sells and Zegers Dura-seal provides visible and workable evidence of quality construction. It provides the best protection against cold, dust, draft, dirt, assures quiet, smooth "one-finger" window operation and lifetime trouble-free performance. Home buyers look for this kind of quality. See for yourself what a big difference it makes in home sales and profits. Here are just some of Dura-seal's outstanding features:



Self-Adjusting Jamb Member has a concave back surface providing flexibility that maintains a constant air seal and smooth window operation under all conditions.



Spring and Friction Provide Weather Protection and Easy Operation. Springs lift the window and friction of the jamb housing holds it at any desired position.

## ZEGERS HELPS YOU SELL WITH

- Advertising in LIFE Magazine
- Zegers' Booklet "What Every Home Buyer Should Know About Windows"
- Attention Getting Display Cards
- Window Stickers
- "Zegers Dura-seal" Embossed on the Parting Stop of the Equipment

Write today for complete information!

**ZEGERS**  
INCORPORATED

8090 So. Chicago Ave., Chicago 17, Ill.

Brownsville, Tex., has been appointed dealer in southern Texas for the Bennett 2-way panel saw. His territory covers from El Paso county to Shelby county.

PITTSBURGH, PA.: W. F. Munikhuyzen has retired as chairman of the board of directors of the **Koppers Co., Inc.** He will continue to serve as a consultant and member of the board. Fred C. Foy has been elected to the dual position of company president and chairman of the board.

INDIANAPOLIS, IND.: T. E. Downey has been appointed sales manager for the Central district states of the Chicago roofing mill of **Bird & Son, Inc.** His four-state territory will include Kentucky, with headquarters in Indianapolis.

EUGENE, ORE.: The **Snellstrom Lumber Co.** announces that it has no contractual arrangements for the sale of plywood and lumber. Distribution is handled through the usual trade channels. All inquiries should be directed to Snellstrom's main office at P. O. Box 449, Eugene, Ore.

BEAUFORT, S. C.: The **Dixie Wood Preserving Co.** of Dearing, Ga., has opened a new plant here. Douglas M. Detwiler will manage the plant. It will serve the South-eastern wholesale and local retail markets.

ATLANTA, GA.: O. J. Pender has been advanced from assistant manager of the Atlanta branch of **Bostitch-Atlanta, Inc.** to regional manager. He succeeded Claude Shuler as the regional manager. Shuler now is sales manager of this manufacturer of fasteners and stapling equipment at the home office in East Greenwich, Rhode Island.

HOUSTON, TEX.: Richard C. Schofield has been made regional manager of distributor sales in the Midwest for the CorruLux Division of **L-O-F Glass Fibers Co.** Schofield formerly was field representative in the Chicago area. Before joining L-O-F in 1955, he was a district sales manager in California for Franklin Research Distributors.

## O'Leary Heads Roof Body

E. J. O'Leary, executive vice-president of the **Rubberoid Co.**, is new chairman of the board of governors of the Asphalt Roofing Industry Bureau. He was elected at a Chicago meeting to succeed Malcolm Meyer of the Certain-teed Products Corp.

E. K. Clark, vice-president of the **Johns-Manville Corp.**, is new vice-chairman of the ARIB board. **Bird & Son's** E. L. Chamberlain is secretary-treasurer.



## MASON HEADS SCREEN MANUFACTURERS ASSN.

New officers of the Screen Manufacturers Assn. are seen above following the annual meeting in Atlanta, Ga., recently. From left, they are George M. Schlosser, secretary-treasurer; Fred J. Sliney, retiring president; Frank Mason, new president; and Eugene Katz, vice-president. Mason is with the South-eastern Tool and Die Co., Birmingham, Ala. Katz is with the Warren Supply Co., Miami, Fla.

The association was formed about two years ago to improve the metal window screen manufacturing industry, and to put forward quality standards for both tubular frame and tension screens.

# FOR EASY SALES . . . PROFITABLE SALES, SELL



## Stack Windows

There's a growing demand for stack-type windows because they are practical as well as beautiful. Put an IDEAL Stack Window on display and see how easy it is to sell this versatile window unit. Four types of sash are available: awning with push bar; awning with roto-operator; hopper; and fixed. Available in a variety of sizes, these units can be combined to form window areas of almost any dimension. Made of select Western Ponderosa Pine.

**DISTRIBUTED BY  
BUILDING MATERIAL JOBBERS**

## VESTAL VALUE

- Engineered Quality
- Competitive Pricing
- Sensible Mark-Up

Tell your builders about the planning, engineering and workmanship that make Vestal quality so outstanding . . . with a pricing program that makes Vestal Value unsurpassed in the building products field!



VESTAL MANUFACTURING CO., P. O. Box 152, Sweetwater, Tenn.

## Circulator FIREPLACE

This complete, ready-to-install unit delivers comfort to as many as three rooms . . . and lights a fire under lagging sales. Thermo-flow design for efficient heat distribution; clean and smoke-free. In five sizes for new or old homes; ideal for basements, playrooms, cabins.



## FIREPLACE DAMPERS



Rotary and  
Poker Control



Multi-Opening

Multi-opening damper in all-steel construction; others in all-steel or highest quality cast iron. Precision engineered and manufactured for tight closing, easy operation. Wide range of sizes. Single dampers nest for easy storage.

OTHER FINE QUALITY VESTAL PRODUCTS INCLUDE STEEL MORTAR BOXES, WALL TIES, UNDERGROUND GARBAGE RECEIVERS, CRAWL SPACE DOORS, BELL TRAPS, MANHOLE FRAMES AND COVERS, GREASE BASINS, ETC.

For Free Catalog,  
Write Dept. SBS

**VESTAL**

# SILENT SALESMEN

## PRE-CUT SCREENING

Durall offers insect screening packaged in convenient pre-cut sizes. EZ Precut screening comes in a self-merchandising display carton which requires 10" x 15" of floor space.

The shipping-and-display carton holds 24 assorted take-home rolls of either aluminum or galvanized-steel screening. It comes cut to fit a door or three sizes of windows. Complete instructions for re-screening either wood or metal frames are printed on the wrappers.

**Contact:** Durall Products Co., Dept. SBS, York, Pa.

## FIR PLYWOOD CATALOG

A new 1958 fir plywood catalog presents, in 20 pages, basic information on fir plywood standard grades and specialty products.

The first section covers general information on plywood needed in the construction and design field, including tabulated data on plywood grades; FHA and building code requirements; properties and design data; construction details and drawings of floor, wall, and roof applications; and engineering data for plywood concrete forms.

The other two sections cover fir plywood properties for product design, and descriptions of specialty products. They include overlaid fir plywood, Texture One-Eleven, and decorative panels.

**Contact:** Douglas Fir Plywood Assn., Dept. SBS, Tacoma 2, Wash.

## WALL-PANEL DISPLAY

The Wallace Manufacturing Co. offers two types of displays to show its line of factory-finished wall panels.



els in 12 finishes of natural wood.

The hanging unit measures 24" x 44". It hooks together 12 samples of Wallace Ply Panels.

The floor or counter top model is 12" x 40". Its pyramid construction permits easy viewing from front or back yet requires only one square foot of floor space.

**Contact:** Wallace Manufacturing Co., Dept. SBS, North Kansas City, Mo.

## FIBER-GLASS PANEL DISPLAY

This five-color "blueprint" dealer display spotlights Barclite translucent fiber-glass reinforced panels. The display combines product selection with home improvement suggestions.

Suitable for either counter or hanging display, the metal fixture permits ready selection of the 14 Barclite style and color samples by the customer. It is 24" by 17".



**Contact:** The Barclay Manufacturing Co., Inc., Dept. SBS, 385 Gerard, New York 51, N. Y.

## ASBESTOS MERCHANTISER

A "visual merchandiser" metal counter display rack is one of the sales aids developed to promote the new Bestwall "Color-Tuned" line of asbestos roofing and siding. The rack provides color selection from product samples.

The "Color-Tuned" line comprises 10 new colors created by color stylist and designer Beatrice West. These colors include five pastel blends, two dark blends, and three solid colors.

A Home Harmonizer fact-book contains color charts and acetate



overlay pages. Simple instructions guide in correct selection of roofing and siding colors.

Bestwall also offers a 16-mm color motion picture film, "An End to Color Confusion." Newspaper ad mats, radio announcements, window streamers, circulars, and inserts are available.

**Contact:** Bestwall Certain-teed Sales Corp. Dept. SBS, 120 East Lancaster Avenue, Ardmore, Pa.

## NEW HARDBOARD COLORS

Raymond Loewy Associates have developed a palette of 10 "companion colors" for Marlite pre-decorated hardboard panels.

For dealers and Do-It-Yourself customers, the clear and lively, yet muted, colors in soft-luster finish are appropriate for walls and ceilings anywhere in the house.

The "companion colors" are light and dark aqua, parchment, dusty pink, foam and sage green, sunlight yellow, mist gray, smoke, and polar white. They are available on Marlite planks or blocks.

**Contact:** Marsh Wall Products, Inc., Dept. SBS, Dover, Ohio.

## FIREPLACE CONSTRUCTION

The Majestic Co. has published a 76-page book entitled "How to Plan and Build a Better Fireplace." It contains complete information on planning, materials, and erection of fireplaces and barbecue grills. It encourages Do-It-Yourself projects, with step-by-step procedures for laying foundations, erecting masonry fireplaces and chimneys, and installing and venting metal units.

The book describes the art of building a fire, and shows a variety of mantel styles.

**Contact:** The Majestic Co., Dept. SBS, Huntington, Ind.

## Rehabilitation Plan

(Continued from page 35)

a local merchant, administrative assistant to the post engineer at the Jackson Air Force Base during the war, and since then had supervised some farming interests and developed real estate.

Mayor Thompson made it clear in newspaper announcements that the rehabilitation director would "work in close cooperation with the Engineering Department and the Department of Building and Permits."

Recalling the program's beginning, Yarbro told *S-B-S* "that this program was unique in that it was a private-enterprise program with no Federal, state, or municipal funds being used in the rehabilitation of any dwellings. All repairs, corrections, and betterments were to be paid for by the property owners themselves, with our rehabilitation department observing such work and seeing that code requirements were carried out to the letter.

"Where the problem of financing the repairs was concerned, a finance group of the Citizens Advisory Board assisted in working out loan arrangements with local banks, building and loan associations, insurance companies, and individuals who were interested in making such loans or in aiding such hardship cases."

The minimum housing rehabilitation standards relate to cleanliness, rodent infestation, light and ventilation, mechanical ventilation, basement, heating, sleeping room, water supplies and sinks, hot water, toilet and bathing facilities, plumbing, illumination and wiring, cooking equipment, exterior repair, egress and ingress, drainage, and fences.

Upon petitions from complainants and inspections by department personnel of dwellings found to be substandard, the director holds a hearing and executes an order for rehabilitation compliance. If the owner does not comply, the director is required to post a large sign on the property that reads: "This building is unfit for human habitation; the use or occupancy of this building for human habitation is prohibited and unlawful."

The director may cause such dwellings to be repaired, altered, or improved, after due time, and

charge the costs to the owner not complying with the ordinance. Owners or persons marring the posted sign are subject to arrest for a misdemeanor and possible fine of from \$10 to \$100, or imprisonment in the city jail up to 30 days, or by both such fine and imprisonment.

The program has been so successful that not a single court case has been encountered. All owners have improved their units or agreed to demolition and new construction or use of the property.

Director Yarbro has a housing rehabilitation staff of only seven: four inspectors, two stenographers, and himself. They jointly use two city cars in discharging their many duties.

Here are some statistics on their rehabilitation jobs to date. The total cost of the average job is \$1,500. It usually includes new roofing, siding, some foundation changes, outside woodwork repairs and painting, inside painting or papering, and these fixtures: toilet, tub, lavatory, sink, and water heater. The average dwelling unit is 550 square feet in space, and about 30 years old. The houses range in age from 25 to 60 years.

On a desk in the housing rehabilitation offices in the Municipal Auditorium, Director Yarbro has two fat scrapbooks of newspaper clippings from all three Jackson papers — the *Clarion-Ledger*, *Daily News*, and *State Times*. The headlines of these reflect the beginning and growth and success of Jackson's housing rehabilitation program. For examples:

"Leaning Houses, Outdoor Privies, Central Water Hydrants Dot Area Near Downtown."

"Property Owners Object to Costs — Slum Clearance Fight Looms."

"Fix-Up Idea Catching On."

"Law Compelling Indoor Toilets, Tubs Required to End Jackson Slum Blight."

"Mallard Praises City Cooperation."

"Slum Areas Look Better; Cooperative Project Now Showing Results."

After the first year of the program, the *State Times* editorialized in regard to the minimum housing ordinance: "Because he believes in free enterprise, Mayor Thompson is convinced that substandard housing should be updated by property owners, or at least that they be given the opportunity to do so. Other cities, meantime, have bulldozed slums

# "READY-MIX" BUSINESS PAYS OFF!



Actual photograph Ready Mix Installation at Huston Lumber Company — at Carey, Ohio

Your Winslow representative can call on you, at your convenience, and prove, with "details and facts," how you can set-up a profitable Winslow Ready-Mix plant at a reasonable overall investment.

Here are some typical dealer reports... "our Binanbatch investment paid for itself in approximately one year" ... "big increase in tie-in sales since handling Ready-Mix in our yard" ... "We get additional business in our area because we sell Ready-Mix."

Take advantage of the Binanbatch Ready-Mix profits... have our representative prove to you a minimum investment puts you in the Ready-Mix business!

*Send coupon for complete details.*

## Winslow Scale Co.

25th & Haythorne Terre Haute, Ind.

*Please send us details on the Binanbatch for increasing over-all profits.*

Name .....

Address .....

City .....

Zone .....

State .....

under right of eminent domain, then built public housing. So although some folks may grumble at this attack on slum conditions, none conscientiously can deny that beyond question it serves the public welfare, and thus meets the tests of democracy and morality."

Explained Mayor Thompson: "Instead of putting a burden on the taxpayer, the program has brought in direct sales tax on building materials and improved properties for the ad-valorem rolls and building permits. Private business has also benefited in increased sales of materials and

service. The work has been accomplished with an expenditure of less than \$30,000 a year by the city.

"The program is one of the city's most popular moves, for it gives the property owners a fair return on their investments, the occupants gain better living quarters at a price they can afford to pay, and the city's tax structures are strengthened by higher valuations.

"Our rehabilitation program will not end when an area has been completely rehabilitated. We have a follow-up committee on beautification which will take over. We intend, further, to have each renovated area surveyed after five years to make sure all occupants are keeping their places in accordance with ordinance requisites. Our aroused citizens are eager to eradicate Jackson's 'disease nets' forever."

Director Yarbro pointed out that "this program has not only benefited the designated blight areas, of which we have finished three and are working now on two more, our program has also become so popular throughout Jackson that our department is being asked constantly to make inspections on houses throughout the city that need some rehabilitation, but which are outside the areas presently designated for all-out rehabilitation action. As personnel permits, we graciously perform such service with the realization that it will become a larger factor in our program's future."

The Jackson housing program via local enterprise has attracted investigating delegations from Greenville, Vicksburg, and Natchez, Miss. It also has drawn visitors from New Orleans, the city whose efforts toward private housing rehabilitation were pictured in the film of the American Council to Improve Our Neighborhoods. That was the film that stirred Earle Jones and Ted Lemmons to get the Jackson program started in the first place!

Measured only two years, the number of dealers in the South/Southwest who offer rotating credit plans increased from 22% in '57 to 26% in '58. This year 0.7% of the dealers reported the use of savings stamps.

The percentage of dealers giving contractors a regular discount rose from 48% in 1956 to 53%. At the same time dealers allowing applicators regular discounts climbed from 16% to 20%. Of the responding dealers, 1.4% said they were selling exclusively *cash-and-carry*. Thirty-two per cent indicated they were selling *cash-and-carry* partially.

Connected with these competitive sales factors is a decrease in the dealers furnishing free delivery service from 93% to 84% in two years. At the same time, the proportion of dealers charging for delivery service rose from 3% to 10%.

To take full advantage of all the promotional effort unleashed in behalf of more home modernization by the Home Improvement Council, a swelling tide of building supply dealers are joining other segments of the industry as active members of this successor to *Operation Home Improvement*. HIC's two \$125,000 contests are stimulating home-owner interest and action in long-needed and meritorious home improvements.

## Bankruptcy Road

(Continued from page 36)

But as for us, we have decided to run our own building-supply business, study sound pricing and merchandising methods, extend an invitation to all the chiselers to take their business on over to the dealers who want to wear out their employees, their equipment, and so occupy their time shooting for high volume and low profit.

We have fallen in love with the results of our program because we have come out way ahead and with lots less worry and headaches. We're finding that we make more money on less volume any way you take it — percentage on sales, return on investment, higher dollar profit, and higher percentage profit. And we know that our management and all the employees are living better and happier!

"THE VERY BEST IS"

# TEMPLIN

ENGINEERED ROOF FRAMING



ALL AGENCY AND BUILDING DEPARTMENT ACCEPTANCE

ENGINEERED BROCHURES AVAILABLE TO ARCHITECTS

FRANCHISES NOW AVAILABLE

IN THE SOUTHEASTERN STATES FOR TRUSS MANUFACTURERS AND PROGRESSIVE LUMBER SUPPLIERS

No Special Equipment Required

WRITE OR PHONE

**TEMPLIN**

ASSOCIATES, INC.

Vero Beach, Florida

**ANCO PALLET TRUCKS**

Handles . . .

10 BAGS OF CEMENT  
8 BAGS OF PLASTER  
12 BAGS OF MASONRY  
CEMENT, ETC.

**Pallet Trucks**

NUT  
A BAG  
IN A BAG  
IN A CARLOAD

WRITE FOR LITERATURE  
TODAY!



**ANCO**  
TRUCK CO.  
PADUCAH, KENTUCKY

## Service Survey

(Continued from page 37)

to 51%; building and loan associations, up from 34% to 44%; special finance companies, up from 30% to 31%; own capital, up from 19% to 21%.

## R/R Sales Plan

(Continued from page 41)

I joined the firm in November, 1955, as remodeling representative. Hodges lined up with *Operation Home Improvement*, using its emblem and promotional aids to capitalize on our share of the 14 billion dollars spent annually on home modernization and repairs.

We equipped the truck (shown in an accompanying photo) and hired several capable carpenters who were familiar with economical home repairs and additions. In 1956 — our first full year of operation — we completed in jobs a gross business of \$112,000. This included \$40,000 of our merchandise sold at full retail prices.

Roanoke is a growing city with an influx of people who desire improvements in their homes. We have the Do-It-Yourself customers, too, but most of our prospects — and especially retired people — want to call building specialists. These people are not acquainted with any mechanics or contractors or dealers, and so they consult the yellow pages of the telephone book, newspaper display and classified ads, and they listen to commercials on the radio and television. They usually pick a telephone number in order to call a reliable, established firm.

Rather than set up a rebellious situation with our contractor and mechanic customers, we advertise assistance with homebuilding and modernization jobs and then try to farm out as many leads on prospects as possible.

Since we advertise a complete service, we get calls of every description and for any service you can imagine. Since we employ competent carpenters only, we farm out or coordinate leads on roofing, siding, painting, floor tile, plumbing, and electrical work, depending upon the nature of the job.

When we get a call for property improvements or repairs, by telephone or person in our store or at the job site, these are the steps we take for prompt, efficient, economical service — and more certain profit:

1. Get complete name and address and telephone number of prospect, and determine nature of job.
2. Make appointment to suit prospect.

3. Keep appointment and get all possible details.

4. Make sketch or drawing of structure, if necessary.

5. Figure materials and get sub-contracts.

6. Estimate labor and complete cost.

7. Talk over terms and take application for credit.

8. Get credit approved for job and sign contract for.

9. Complete job and bill out according to credit plan.

Point No. 6 — proper estimating — is the basic key to profitable packaged property improvement sales. Of course, new salesmen and workers must start by working with some prepared job estimating system. But we have found in some 20 years of specializing in home repairs and improvements that the best and most reliable estimate is based on experience.

Each actual building must be measured and studied to determine its true structural condition and the conditions under which the job must be done. By trial and error, from one job to the next, you learn the hidden as well as the obvious costs of the job. The estimate must cover quality materials and good craftsmanship, if you want to do more work for that customer — or have him or her to praise your company for satisfactory work and customer relations.

The sources of improvement jobs are far and wide. They usually are one-job prospects, but it's surprising how many business and residential property owners are looking for a reliable firm to furnish a series of packaged improvements and repairs. Home-owners, realtors, property owners and managers of institutions, industries, or commercial businesses are all prospects.

The third key to profitable improvement sales are ample and adequate displays of modern building materials, products, and specialties. Aware of this, the three Hodges brothers who own and manage this dealership last year planned a modern plant. Formally opened March 6, it includes a store with 5,000 square feet of display and sales space, along with another 5,000 feet of warehouse and office space.

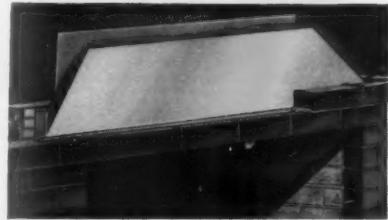
Adjacent to our building is a parking lot for 60 cars.

Upstairs in the building is a modern assembly room. We promote its use by worthy civic, garden, and other social organizations,

**Boost your profits  
with  
these fast-selling**



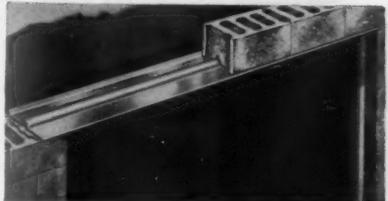
## PRODUCTS



### CAMPSCO Painted Steel DOME DAMPERS

Built extra rugged for long life  
... Designed for minimum  
smoke restriction!

Made from heavy boiler-plate steel, Campco Dampers eliminate possibility of breakage in shipping, handling or installation. Built-in expansion bars prevent damage to masonry from expansion or contraction. Available in 5 sizes.



### CAMPSCO Painted Steel LINTELS

Strong, durable — can't sag  
ever... insure crack-free  
walls over openings!

In addition, Campco Lintels are designed for maximum mortar bond and to prevent water from running back under wall into sash. Full range of sizes in 6" increments eliminates cutting and fitting on job.

*Write for Details!*

### CAROLINA METAL PRODUCTS COMPANY

Division of

National Metal Products Co.

2222 SOUTH BLVD. • CHARLOTTE 3. N. C.

## Classified Advertising

TERMS — CASH WITH ORDER  
MINIMUM CHARGE \$10.00  
\$10.00 per column inch

RATES:

\$2.00 per word for each insertion.

All ads for classified section must be in publication office on the 18th day of month preceding date of publication.

Advertisements are set in type. No cuts or special borders allowed. Mail ad copy to:

SOUTHERN BUILDING SUPPLIES  
806 Peachtree St., N.E.  
Atlanta 8, Georgia

### SALES REPS WANTED

Leading manufacturer of awning, horizontal, vertical and jalousie windows wants aggressive sales representatives in many territories to service established accounts and open new ones. Liberal commission basis. Give full information — territories covered, lines, etc., in first letter. Write EUGENE DYNNER, DIRECTOR OF MARKETING.

LUDMAN CORPORATION  
14100 Biscayne Blvd.  
Miami, Florida

### FOR SALE

VIROLA. The exotic wood from South America that is gaining acceptance like wildfire for mouldings, trim, special millwork, cabinets, wall paneling.

Looks and finishes like mahogany. Works better — more stable — costs far less.

We are largest U. S. importers. Maintain adequate stocks in Lynchburg, Va. AD or KD. Truck or rail shipments. Please write, wire, phone for quotation — samples.

RUSSELL SIMMONS LUMBER CO.

Box 2067. Phone LD 957. Greensboro, N. C.

### MANUFACTURERS' AGENTS

Manufacturer of Metal Building Products including fireplace circulators, dampers and accessories, lintels, foundation vents, window wells, anchor bolts, builders castings and several other products has a few territories open West of the Mississippi. Protected territory and commission arrangement. Thorough and periodic personal calls on dealers and distributors necessary. In reply give complete details. Vestal Mfg. Co., Sweetwater, Tennessee.

for it brings them into our store where they are exposed to product displays and signs that make them think of — if not come to — Hodges when they need such merchandise. This room, of course, is used by the company for sales and staff meetings.

In the face of discount sales and so-called *cash-and-carry* retailing, we at Hodges are intensifying and emphasizing the valuable services our customers get when they come to Hodges for building products and planning aids.

The three Hodges brothers are fulfilling the hopes that their father, Joseph W. Hodges Sr., had for a retail and wholesale business when they founded J. W. Hodges and Sons in 1924.

J. Cutchin Hodges is president

of the Hodges Lumber Corporation. He does most of the buying, and manages some of the labor in the yard and on house jobs.

As secretary and treasurer of the firm, Claude A. Hodges looks after company records and supervises the credit services and financial matters.

Joe W. Hodges Jr. supervises company sales.

And a third generation is also active in the services and success of the Hodges Lumber Corporation. Randolph C. Hodges is in charge of accounts-receivable and plant maintenance. A son-in-law, Wesley McAden, is sales manager.

All concentrate on making the company slogan meaningfully sincere: "Service to You Is Important to Us!"

## What Happens at Meeting of FHA Title I Advisory Committee

REPRESENTING lumber dealers on the FHA Title I Industry Advisory Committee now is Claude A. Hodges. He is treasurer of the Hodges Lumber Corporation in Roanoke, Va. So dealers may see the thoroughness with which the committee members probe the problems and opportunities for promotion and insurance of home-improvement loans by the Federal Housing Administration. *S-B-S* publishes below the report Hodges made to fellow-members of the Virginia Building Material Assn. on the October 29 meeting of the committee:

"During the morning, we discussed at length the problems of irregularities, such as dishonesty, fraud, and poor workmanship, by the so-called 'suede shoe operators.' Various methods were suggested for controlling such operators.

"I mentioned the fact that our credit group meetings, held once a week in Roanoke of all wholesalers, distributors, lumber dealers, bankers, and a representative of Dun and Bradstreet, resulted in dissemination of verbal information which had greatly reduced the number of dishonest operators in Roanoke.

"As you know, every six months the FHA publicizes an amendment to a black-list of undesirable operators. This list is known as the PM (precautionary measures) list. I was impressed with the procedure the FHA officials take before declaring a questionable character to be placed upon this list.

"An extensive discussion of how to promote further remodeling business was explored. It was pointed out that the lack of Title I FHA loans in the rural banks nullified a potential market that could be had if the rural families could secure FHA Title I remodeling loans. I was surprised to learn that some rural banks did not know of Title I FHA loans, or they were not interested because the rate of return was less than on other type loans which they could make. Limited funds govern this.

"It was further noted that city banks were changing from FHA Title I insured loans to their own individual plan of improvement loans. One or two suggestions were given whereby this potential market might be tapped. Vice-President Painter of the First National City Bank of New York suggested that the interest rate of FHA Title I loans be increased for the banks, or that \$10.00 on the first \$100.00 of loan be allowed as an interest rate — with a sliding scale downward as the loan increased.

"FHA Assistant Commissioner Cooke announced that they were increasing their districts from 18 to 21 in number, which would allow them to reach more banks than they have in the past.

"Another discussion involved the types of improvements which are eligible for FHA Title I loans. John R. Doscher, OHI director (then), indicated that kitchen built-in appliances, such as stoves and built-in ovens, were not considered eligible for FHA Title I loans. You can

readily see that if a potential customer desired a complete remodeled kitchen, he could not get his loan to include the built-ins. This could conceivably block this particular job.

"The consensus of committee opinion indicated that the FHA should investigate and make eligible such built-ins for a total kitchen remodeling job. During this discussion, I pointed out that in our experience in preparing a contract job, whether remodeling or new construction, we found that the trend of the thinking of the housewife was more and more to built-in cabinets.

"The afternoon session of the committee was given to the explanation of the new Home Improvement Council. As you know, this is the outgrowth of the old Operation Home Improvement. Ford C. Hecht is the new board chairman of the HIC, and I would say a most dynamic person. I believe this new method of approach with the financial strength it will have — and the permanence of promotion — will result in a great amount of home improvement business stimulation. The new HIC will have these five component parts, handled by the top board right on down — promotion, public relations, communication, research, and community activities.

"As a result of this new approach

by the Home Improvement Council it is believed that the entire nation, with the proper cooperation, will be welded together in a permanent organization for bigger and better business for all manufacturers, lumber dealers, and others."

### Kitchen School Scheduled

Reservations are being accepted for the second annual training school for kitchen specialists, to be held August 17-29 at Michigan State University. Fred F. Montiegel, manager of the National Institute of Wood Kitchen Cabinets, said "the school will teach basic principles of kitchen planning, including the proper utilization of cabinets, appliances and other kitchen components. Business and sales procedures also are covered."

Enrollment is limited to 40 trainees in the basic course. Tuition for the two-week session is \$75. Requests for application forms should be addressed to the National Institute of Wood Kitchen Cabinets, 75 E. Wacker Drive, Chicago 1, Ill.

### Home Designers Create Wood Product Motifs

To promote the use of woodfiber acoustical ceiling tile and California redwood, the Simpson Logging Co. and the Simpson Redwood Co. commissioned seven noted and influential designers to plan home interiors for consumer advertisements.

The list of residential designers includes:

William Pahlmann, interior planner of some of the most richly decorated homes in America.

George Nakashima, wood craftsman whose Pennsylvania workshop has become a focal point of fine modern furniture.

Paul Laszlo, designer of luxurious California homes.

Marvin Culbreth, creator of the interior of TWA's Jetstream airliner, and designer of fine furniture and floor coverings.

Matt and Lyda Kahn, artist and designer team, nationally-known for creation of beautiful textiles and stained glass objects.

Rex Goode, painter and design teacher, best known for modern furniture and fixture designs.

## A Fully Integrated Lumber Operation

Our own large timber resources and thoroughly modern plants enable you to get THE LUMBER YOU WANT WHEN YOU WANT IT.

### Rapid Service on Mixed Cars

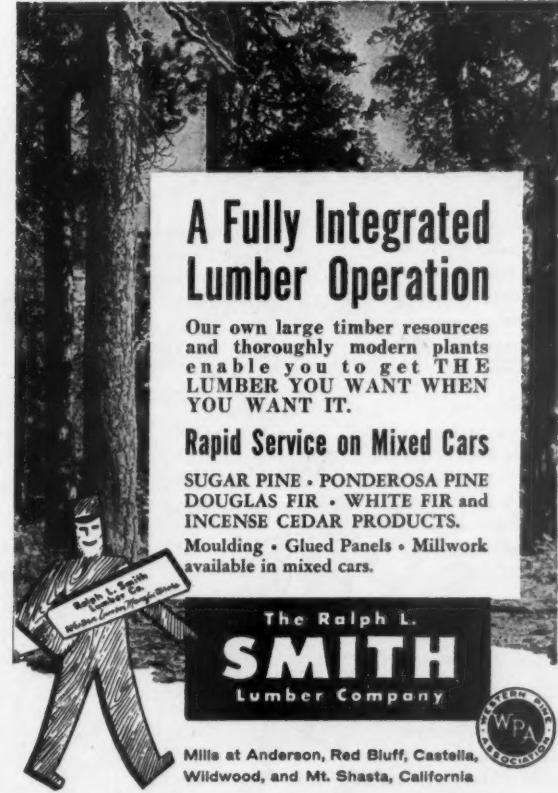
SUGAR PINE • PONDEROSA PINE  
DOUGLAS FIR • WHITE FIR and  
INCENSE CEDAR PRODUCTS.

Moulding • Glued Panels • Millwork  
available in mixed cars.

The Ralph L.  
**SMITH**  
Lumber Company

Mills at Anderson, Red Bluff, Castella,  
Wildwood, and Mt. Shasta, California

Sales and General Offices at Anderson, California  
Member Western Pine and West Coast Associations



## IDEAL KID-PROOF HARDWARE



SET No. 52

### for Picket Gates

Rugged, double acting Picket Gate hardware is made to stand heavy abuse. Furnished in complete sets that include heavy zinc plated riveted pintle strap hinges (3/4" wide—3/8" thick—6" long). Latch and strike measures 3/4" wide x 13" long. All necessary mounting screws packaged in envelope with hardware.

### NO. 50 BARN DOOR AND GATE LATCH

For single acting gates up to 2" thick. Installs in a 1" hole. Heavy cadmium plated 3/8" Rod Latch Bar is gravity operated—no pins, springs or nuts. Handles will not freeze. Extra strike holds gate open. Mounting screws in package.



SET No. 50



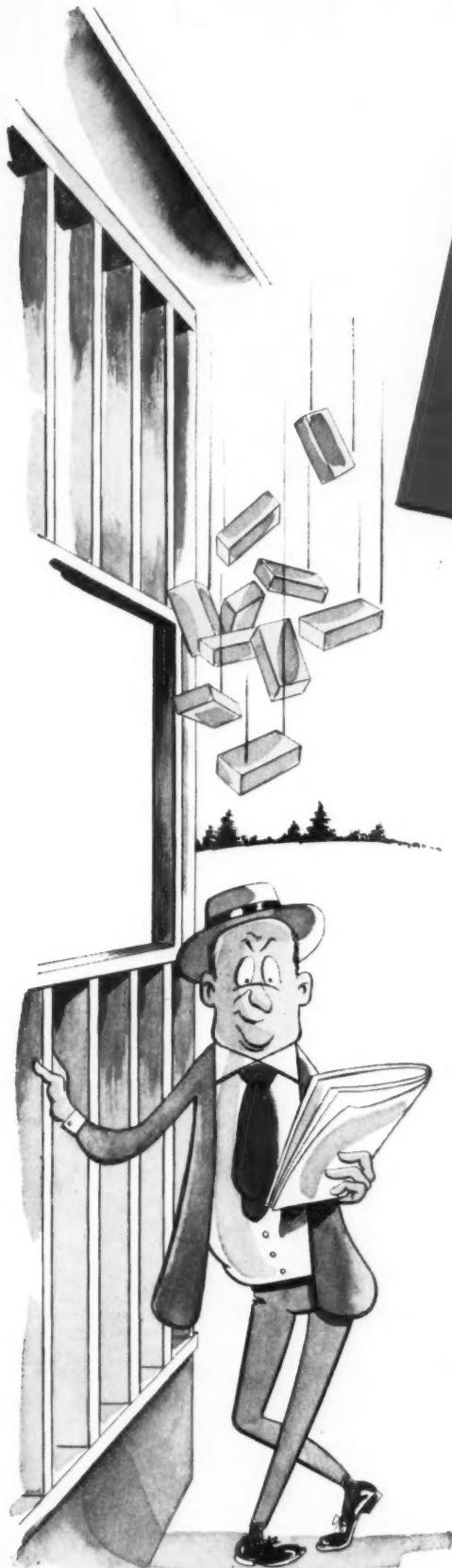
## IDEAL BRASS WORKS, INC.

250 E. 5th Street, St. Paul 1, Minnesota

# Index of Advertisers

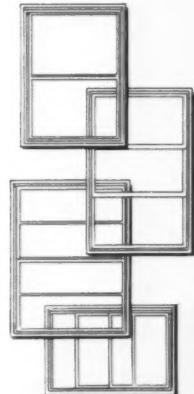
*This Advertisers' Index is published as a convenience, and not as a part of the advertising contract. Every care will be taken to index correctly. No allowance will be made for errors or failure to insert.*

<b>A</b>	Dixie Cabinet Company ..... *	Lion Oil Co., Asphalt Products Div. ..... 32	Southern Sash Sales & Supply Co., Inc. .... Third Cover
A & F Tileboard Co. .... *	Dodge Wire Products Corp. .... Second Cover	Logan-Long Co. .... *	Southern Screw Co. .... *
Adgit Co., Div. of Scripto, Inc. .... *	Donald Durham Company ..... *	Louver Manufacturing & Supply Co. .... 89	Stanley Building Specialties Company .... *
Advertising Council ..... *	Donley Bros. Co. .... 57	Louv-R-Pak ..... *	Starline, Inc. .... *
Agricultural Extension Division, United States Steel Corporation ..... *	Douglas Fir Plywood Assn. .... *	Loxcreen Co. .... *	Steel Door Corp. .... 1
Alabama Metal Lath Co. .... *	Dur-O-waL Division, Cedar Rapids Block Co. .... 85	Lynch Asbestos Company ..... *	Sun-Sash Co. .... *
Albritton Engineering Corp. .... *	F	M	Superior Fireplace Co. .... *
Allmetal Weatherstrip Co. .... *	Flintkote Co. .... *	Majestic Company, Inc. .... *	T
American Cancer Society ..... *	Florida Windows, Inc. .... *	Marsh Wall Products, Inc. .... 74, 75	Tait Manufacturing Co. .... *
American Red Cross ..... *	Fry Roofing Co., Lloyd A. .... 61	Masonite Corporation ..... 67	Tarter, Webster & Johnson, Inc. .... 70
American Screen Products Co. .... 59	G	Maywood, Inc. .... 87	Templin Associates, Inc. .... 94
American Sisalkraft Corp. .... *	Gardner Asphalt Products Co. .... 6, 88	McLeland-Harris Door Co. .... *	Tennessee Coal, Iron & Railroad Div., U. S. Steel Corp. .... 11
Andersen Corp. .... 26, 27	Garrett Co., Louis T. .... *	Minnesota & Ontario Paper Co., Insulite Division ..... 46, 47	Tennessee Fabricating Co. .... 52, 53
Anderson Manufacturing Co., Inc., V. E. .... *	Georgia Art Supply Co., Lumber Division ..... *	Miceramic Tile Co. .... 21	Tennessee Products & Chemical Corp. .... *
Anthony Truck Co. .... 94	Georgia Pacific Corp. Fourth Cover	Modern Products, Inc. .... *	Trinity White Div., General Portland Cement Co. .... 87
Apco-Rubin, Div. of Tusco Corp. .... *	Grand Rapids Hardware Co. .... 58	Monarch Metal Weatherstrip Corporation ..... 49	Tropical Awning Window & Jalouse Co. .... *
Arnold Altex Aluminum Co. .... *	Grant Pulley & Hardware Corp. .... *	Monsanto Chemical Co. .... *	Turpentine & Rosin Factors, Inc. .... 82
Arrow Fastener Co., Inc. .... 85	H	M W Distributors ..... 43	U
Atlanta Oak Flooring Co. .... 81	Hager & Son's Hinge Mfg. Co., C. .... *	National Business Publications, Inc. .... *	Ulaco Aluminum Windows .... Third Cover
Atlantic Steel Company ..... 80	Harbor Plywood Corp. .... *	National Gypsum Co. .... *	Union Lumber Co. .... 6
<b>B</b>	Hobbs Wall Lumber Co. .... *	National Lock Co. .... *	Unique Balance Co. .... *
Barclay Mfg. Co. .... 30, 31	Homasote Co. .... *	National Metal Products Co. .... 95	U. S. Plywood Corp. .... 45
Bellhouse Louver Windows .... *	Homecraft Corp. .... *	Nudor Mfg. Co. .... 56	United States Steel Corp., Agricultural Extension Division .... *
Bennett Mfg. Co., Richard C. .... *	Huttig Sash & Door Co. .... 60	O	United States Steel Corp., Tenn. Coal, Iron & Railroad Div. .... 11
Bestwall-Certain-teed Sales Corp. .... 83	I	Ocnee Clay Products Co. .... *	United States Treasury Dept. .... *
Binswanger and Company, Inc. .... *	Ideal Brass Works, Inc. .... 97	Olin Mathieson Chemical Corp., Film Div., Polyethylene ..... 7	V
Bradley Lumber Co. of Arkansas ..... 25	Ideal Co. .... 91	Omark Industries ..... *	Versa Products Company .... *
Britt Sliding Door Corp. .... *	Independent Nail & Packing Co. .... *	Orangeburg Manufacturing Co., Inc. .... *	Vestal Manufacturing Co. .... 91
Burr-Southern Corp. .... *	International Paper Co., Long-Bell Div., Wood Preserving Div. .... 86	P	Visador Company .... *
C	Insulite Division of Minnesota and Ontario Paper Co. .... 46, 47	Pacific Lumber Co. .... *	Vulcan Metal Products, Inc. .... 78
Caldwell Mfg. Co. .... 84	Ives Co., H. B. .... 89	Paine Lumber Co., Ltd. .... *	W
California Redwood Association. .... *	J	Penn-Dixie Cement Corp. .... *	W. M. Products .... *
Cameron & Co., Wm. .... 91	Johns-Manville, Inc. .... 50, 51	Phifer Aluminum Screen Co. .... 79	Walker & Son, T. V. .... *
Camp Company, Inc. .... *	Johnson Co., C. S. (Koehring Subsidiary) .... 71	R	Wallace Manufacturing Co. .... *
Carr, Adams & Collier Co. .... *	K	Red Cedar Shingle Bureau ..... *	Want Ads ..... 96
Celotex Corp., The ..... *	Kaiser Aluminum & Chemical Corp. .... *	Republic Steel Corporation ..... *	Weather-Proof Co. .... 24
Challenger Lock Co. .... *	Keasbey & Mattison Co. .... *	Reynolds Aluminum Supply Co. .... 2	West Coast Lumbermen's Assn. .... *
Cheney Lumber Co. .... *	Kelley Mfg. Co. .... *	Reynolds Metals Company, The ..... *	Western Pine Association .... 13
Classified Ads ..... 96	Keystone Steel & Wire Co. .... 14, 15	Rock Island Millwork Co. .... 72	Weyerhaeuser Sales Co. .... 28
Cleveland Steel Specialty Co., Inc. .... *	Kochton Plywood and Veneer Co., Inc. .... *	Ruberoid Company ..... *	Wing Co., Inc., Sam A. .... *
Columbia Mills, Inc. .... *	Koppers Co., Inc., Wolman Preservatives Dept. .... 77	Rudiger-Lang Co. .... 4	Winslow Govt. Standard Scale Works, Inc. .... 93
CorruLux L-O-F Glass Fibers Company ..... *	L	S	Wood Conversion Co. .... *
Cox & Sons, Inc., Arthur .... 29	Lehon Co. .... *	Seaview Industries, Inc. .... *	Wolman Preservatives Dept., Koppers Co., Inc. .... 77
Cuckler Mfg. Co. .... 62	Leslie Welding Co., Inc. .... 85	Shakertown Corp. .... *	Z
Curtis Companies, Inc. .... 9		Shepard & Morse Lumber Co. .... *	Zegers, Inc. .... 90
<b>D</b>		Simpson Redwood Co. .... 17	Zonolite Company .... 55
Dant and Russell, Inc. .... *		Smith Lumber Co., Ralph L. .... 97	Zuber Lumber Co. .... *
Daryl Products Corp. .... 64		Southern Building Supplies ..... 88	
Desmond Bros. .... *		Southern Door Lite Co., Inc. .... *	
Dexter Industries, Inc. .... 69		Southern Metal Products Corp. .... 5	
Dickey Clay Mfg. Co., W. S. .... 54			
Dierks Forests, Inc. .... 19			



ORDER YOUR STOCK OF UALCO ALUMINUM WINDOWS  
NOW! BE PREPARED FOR THE CONSTRUCTION BOOM

EVER get hit where it hurts, just when everything was looking rosy? It hits where it hurts — right in the pocketbook — when orders pile up and you're in short supply. That's why *now* is the time to order your pre-sold Ualco Aluminum Windows, *before* the building boom starts. Ualco Windows assure lower installation costs, trouble-free operation, at a price as low as ordinary windows. Order your Ualco Aluminum Windows today — the quality windows that outlast the building.



*Only a few choice territories open. Call or write for information. When you sell Ualco it sells for you.*



## Southern Sash

SALES & SUPPLY CO., INC. SHEFFIELD, ALA.

### WAREHOUSES AND SALES OFFICES

Huntsville, Alabama  
Montgomery, Alabama  
Van Nuys, California

Fort Lauderdale, Florida  
Elizabeth, New Jersey  
Canton, Ohio

San Leandro, California  
Hialeah, Florida  
Tampa, Florida



Retail rack modeled after Sales-Builder Store, N.R.L.D.A. Convention.

## G-P is first to package Fir Finish Lumber!

Special heavy-duty plastic-coated paper, heat-sealed to keep out dust and moisture, now protects G-P Douglas Fir finish lumber until it's used!

G-P packaging prevents customer pick-over, yet opens neatly for one-piece sale. Clear labeling, big selection, helps this new finish line move fast!



All this G-P Fir Finish Lumber is C&Btr, S4S, available in Vertical Grain (V.G.), or Mixed Grain (M.G.)

<b>SIZES</b>	1"x3"-4"-5"-6"-8"-10"-12" (Also in 5/4" and 8/4")		
<b>LENGTHS</b>	4'-5'-6'-7'-8'-9'-10'-12'-14'-16'-18'-20' (each length separately packaged)		
<b>PIECES PER PACKAGE</b> in all above lengths (4/4")	1"x3" widths—8 pieces	1"x5" widths—4 pieces	1"x10" widths—2 pieces
	1"x4" widths—6 pieces	1"x6" widths—4 pieces	1"x12" widths—2 pieces
		1"x8" widths—3 pieces	

**FOR PRICES**, call your local distributor for G-P products.

**FOR PRODUCT INFORMATION**, Print your name and address clearly in margin below. Tear off, send to: Georgia-Pacific - Dept. SBS 558, Equitable Bldg., Portland, Oregon.

GEORGIA-PACIFIC—Lumber & Hardboard • Pulp & Paper • Plywood & Redwood